



## PHILIPPE GOIX, Ph.D. OWNER

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Philippe Goix is a highly accomplished Senior Executive and Entrepreneur with more than 25 years of success in healthcare, wellness, medical devices, tech, and environmental services. Leveraging extensive experience leading new enterprises from R&D to commercial profitability, he is a valuable asset for healthcare or wellness companies of various sizes and stages of growth seeking expert assistance with launching a new product, commercializing products in the marketplace, assessing competition, growth, or raising capital. His broad areas of expertise include commercialization, product launch, people management, technology, and communicated complex tech.

Over the last 18 months, Philippe has invested and has been involved in several commercial projects creating value in a Medical Fitness and Wellness market place focusing on consumers, naturopaths and functional medicine physicians committed to utilizing personalized holistic solutions designed to reach Optimal Health and prevent chronic diseases. Philippe is committed to integrates these tools and services to our Matrix Medical Fitness business here in Denver.

Throughout his executive career, Philippe has held leadership positions at Guava Technologies, Singulex, Inc., PrismHealthDx, Inc. and Avant Diagnostics a precision cancer diagnostics company. Where he was in charge of commercial launch and growth of diagnostics product and services aimed at improving root cause analysis of chronic disease and guide for better actionable solutions. He was responsible for attracting the required entrepreneurial talent it takes to build a scalable commercial organization and for raising the necessary capital to bring the company back to a liquid and value trading.

Just prior to his current role, Philippe help Co-found PHDxInc. They acquired a Biophysical Pre-Diabetic and CLIA Asset in Austin TX, in 2015 and subsequently built a commercial service organization delivering precision diagnostic monitoring tools focused on chronic disease management. Because of his efforts, they grew the company from \$4M to \$10M in revenue in less than a year.

As President and CEO of Singulex, Philippe was responsible for taking the \$63M company to an IPO process including S1 filings, and IPO roadshow. He grew revenues from zero at product launch in 2010 to \$63M in 2013. Generating cumulatively \$150M+ in revenues and \$70M+ in gross profits.

In 1997 Philippe founded Guava Technologies, which manufactured, marketed, and distributed cell analysis systems. He was able to raise \$27M of equity capital and successfully closed three rounds of financing. Philippe built company value from \$1M to \$70M from 1998 to 2004. The company was acquired by Millipore in 2008 and product lines are still being sold worldwide today.

Philippe holds an MBA in Marketing and Finance from the University of San Francisco, a Ph.D. in Physics with a specialty in laser instrumentation, an M.S. in Physics with a Major in Fluid Mechanics, Spectroscopy and a B.S. in Mechanical Engineering from the University of Rouen. Philippe has extensive board experience having served on the Board of Directors with Guava Technologies, Singulex, AGVX, and Avant. Philippe speaks English and French.