



Mark Valentine

Senior VP Business Development & IP Portfolio

Mark Valentine, how would you best describe yourself to Novela's future investors?

For most of my career I've been a C level executive in the Medical Device, Technology and Consumer Electronics companies. I also have a diverse experience working and consulting with other market sectors such as automotive, retail and online sales. I thrive at companies in rapid growth mode. Many people have referred to me as a Swiss Army knife, as I can perform multiple roles as a company transitions from research and

development to fully scaled operation. I'm passionate about technology and have a number of patents ranging from x-ray devices, lock mechanisms and educational toys. On the other end of the scale I've also negotiated funding and major sales and distribution agreements with companies such as GE, Nikon and the US military.

Why are you excited about working with Novela?

I love technology, especially when it can make a difference. I've been fortunate to work with a number of companies whose products or technology was really a paradigm shift, and I think Novela has that same potential. I'm also passionate about creating physical products, especially those that can improve quality of life, and my specialty is growing companies so I'm pleased to be coming on board at this time.

"I've witnessed firsthand the need for medical devices and treatments in those regions less fortunate than the western world. I think that's why I'm so attracted to medical devices and technology companies."

What do you think you can bring to this role/position at Novela – both short term and long term?

Short term I'm going help structure, verify the strategy and prepare the company,

branding and IP portfolio for the next round of funding. Longer term, I've been involved with the design and development of many products and understand the pitfalls of launching into their respective markets. I'll use this experience to add value to the organization's IP and simultaneously scale the operations, sales and marketing departments to enable Novela to reach its goals.

Tell us something personal about yourself.

I was born in UK and spent my childhood between Nigeria, West Africa and a military boarding school in England. I was able to take a lot from both experiences that has stood me in good stead. In traveling around the world since an early age I've witnessed firsthand the need for medical devices and treatments in those regions less fortunate than the western world. I think that's why I'm so attracted to medical devices and technology companies and I hope my time spent in this sector can enable me to give a little back.

January 2019