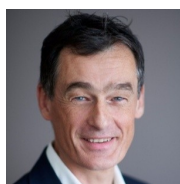




## PRESS RELEASE

### **Nick den Hartog (NRG PALLAS) elected as new Co-Chair of the Nuclear Medicine Europe Communications Working**



Nuclear Medicine Europe is pleased to announce the election of Nick den Hartog as the new Co-Chair of the Communications Working Group. Nick brings extensive experience in Sales, Marketing, and Business Development and currently serves as the Marketing Lead for the medical isotopes business at NRG PALLAS.

He has spearheaded the creation of the "Advancing Nuclear Medicine" brand and led the rebranding of NRG, aiming to secure a strategic position within the supply chain. His efforts have resulted in an appealing brand that resonates with existing customers and attracts potential future audiences.

Nick also plays a pivotal role in the positioning and proposition development of FIELD-LAB, an innovation consortium dedicated to advancing nuclear medicine, with a particular focus on new cancer treatments. This consortium includes leading European university medical centers, centralised nuclear infrastructure, and established pharmaceutical partners. In December 2023, FIELD-LAB opened its new facility in Petten, the Netherlands, marking a significant milestone in accelerating the development of innovative nuclear medicines for cancer treatment.

As an active member of the Communications Working Group, Nick will now collaborate with Jan Schöpflin, the current Co-Chair, to lead the group's initiatives. Together, they will continue to drive the success of key projects.

The Communications Working Group remains highly engaged, with several major projects planned for the rest of the current mandate. The group looks forward to keeping the nuclear medicine community and all association members informed about their progress and future developments.