

# Press Release



L'Union 31240, France - January 22, 2026



Ascentry, leader in Healthcare data-management solutions, is proud to announce the creation of its **Advisory Board**, designed to provide guidance on the company's strategic development and strengthen its position in the In Vitro Diagnostics (IVD) market. Ascentry is a trusted partner to leading IVD manufacturers and major LIS/HIS providers, with a proven track record of helping laboratories improve efficiency, connectivity, and overall user experience.

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Ascentry is honored to welcome **Joan Martin** and **Michael Iskra** as members of this newly formed **Advisory Board**. Both bring extensive experience and deep expertise in the IVD industry, having held key leadership roles within major international groups.

Throughout their careers, **Joan Martin** and **Michael Iskra** have demonstrated a strong ability to drive innovation, build sustainable growth strategies, and navigate complex global organizations. Beyond their professional achievements, they are also recognized for their strong human values, which are fully aligned with Ascentry's culture and long-term vision.

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*"The creation of this **Advisory Board** marks an important milestone for Ascentry" said **Cyril Verhille**, CEO of Ascentry. "**Joan Martin** and **Michael Iskra** bring an exceptional level of expertise in the IVD industry, combined with a deep understanding of international markets. Their strategic insight will be invaluable as we accelerate our growth." He added: "What particularly resonated with us is their strong alignment with Ascentry's human values. We are convinced that their experience and mindset will help us build sustainable, responsible growth while remaining true to our identity."*

**Michael Iskra**, member of **Ascentry's Advisory Board**, commented: "Ascentry has a strong value proposition and a clear ambition for growth. I look forward to providing guidance to the team in accelerating market adoption and expanding Ascentry's footprint especially in the U.S. market. There is significant potential to scale the business through focused execution and customer-centric marketing strategies."

**Joan Martin**, also a member of **Ascentry's Advisory Board**, added: "Ascentry has developed over the years valuable and smart data management systems and a rich portfolio that is able to provide high value for Clinical Labs and IVD Industry; this offers a strong foundation for growing both globally and in EMEA markets beyond France. Looking forward to providing guidance the team with in driving commercial execution, strengthening customer relationships, and accelerating sales performance across the region."

The **Advisory Board** will provide strategic guidance to Ascentry's leadership team, offering insights on market dynamics, industry trends, and organizational development, while supporting the company's ambition to create long-term value.

With the creation of this **Advisory Board**, Ascentry reaffirms its commitment to excellence, innovation, and people-centered growth, supported by trusted and highly respected industry leaders.

## About Ascentry

Ascentry is a global leader in healthcare data management solutions, enabling clinical laboratories, healthcare facilities, and IVD vendors to operate with clarity, speed, and confidence. The company's solutions are used in more than 5,000 customer sites across over all countries, helping to ensure the right results for every patient, every time. Ascentry's expertise spans clinical laboratory data management, epidemiological monitoring, and the prevention of healthcare-associated infections, delivering scalable, high-performance software that addresses today's most complex challenges.

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