



September 2018

David Haire, Chairman of Vertual Ltd welcomes Debra Leeves as the new Chief Executive of Vertual Ltd.

Debra is an experienced CEO and entrepreneurial business leader with a 25 year record commercialising products and technology in quoted and unquoted healthcare companies. She has led businesses ranging from small start-ups through IPO through to managing divisions of multinational companies in medical technology, pharmaceuticals and biotech.

Debra has a degree in pharmacy, she did her MBA at Warwick and is a part-qualified management accountant. She is an experienced CEO and brings a broad mix of clinical, commercial and international management experience. Prior to joining Vertual she was CEO of Physeon GmbH in Switzerland, and has held senior leadership positions at GE Healthcare, Pfizer and GSK.

“ I am delighted to lead Vertual and build a stronger and brighter future for our healthcare partners, stakeholders and patients by accelerating development of new products, new ventures and collaborations ” says Debra and continues “The strength of Vertual is our ability to drive science based innovation, we have seen VR and AR systems starting to have a positive impact across the healthcare sector and Vertual’s flagship product VERT is striving to lead the way in educating and training healthcare professionals across the world.”

Andy Beavis, Founder, CSO and Radiotherapy Director at Vertual commented “ Debra’s appointment signals the company’s hunger to expand and break in to new product areas and establish ourselves in new markets. She brings experience and track record that we hope will prove instrumental in our goals.”

About Vertual Ltd.

Vertual is the leading provider of virtual reality training systems in radiation therapy and is located in Hull, UK. VERT has been adopted throughout England following recommendations from England’s National Radiotherapy Advisory Group and recommendations in the UK’s Department of Health’s Cancer Reform Strategy (December 2007). There are currently VERT systems at 12 Universities and over 35 radiotherapy teaching hospitals in the UK.

Vertual was formed in 2007 by three founders members as a spin-off company from a joint research project involving Hull University and Hull and East Yorkshire hospital trust. The original concept was proposed in 2001 as a research project, the research and the development of VERT as a product has continued.

In 2008 the company embarked on a programme to develop international markets for its products. Over 130 customers in more than 25 countries now benefit from VERT, our state of the art training solution.