

# Ex-J.P. Morgan Global Chairman of Investment Banking joins consumer healthcare business, Clinova

*Alessandro Barnaba joins the UK-based digital consumer healthcare group as part of its global expansion*

London, 15 July 2021, Clinova the rapidly expanding global digital consumer healthcare company, has appointed former Global Chairman of Investment Banking at J.P. Morgan, Alessandro Barnaba, to advise its Board on its growth funding strategy as the business prepares for its next phase of growth.

Mr Barnaba spent more than 20 years at J.P. Morgan, one of the world's leading multinational investment banks and financial services firms, where his roles included Head of Global Markets Sales and Marketing for EMEA. He was also a member of the J.P. Morgan Corporate and Investment Bank Operating Committee.

Mr Barnaba has co-founded Merlyn Advisors, a hedge fund with at least \$500 million of assets under management. Through his fund, he owns the football club Lille, which won the French domestic league title earlier this year. Barnaba joins the healthcare group as it considers its long-term funding options.

Clinova is backed by some of the biggest names in healthcare, including John Molter, former head of customer sales at P&G; Ernesto Levy, former head of Novartis consumer division in the US; and John Honey, former SVP at Reckitt Benckiser.

The London-headquartered science-led company saw its sales soar annually by more than 500% in 2020 versus the previous year. This rapid growth has been boosted by the success of key products O.R.S Hydration Tablets and Covafly.

**Alessandro Barnaba** said:

*"I'm really excited to be joining Clinova, particularly at this stage in the company's development. The digital healthcare market has seen huge growth in recent years, and Clinova's combination of apps and products help solve real-life wellness problems at a time when healthcare across the world has never been more vital and, simultaneously, more stretched. I'm looking forward to using my experience to take it to the next level."*

**Arsalan Karim, Co-founder of Clinova** said:

*"Alessandro brings valuable financial and commercial experience to the Clinova team, and his support is a strong endorsement of the potential of our offering. Clinova operates across 20 countries, focusing our efforts on the digital healthcare revolution. We are excited to be taking the next stage in building our team as we consider our next steps for further growth."*

-Ends -

## Enquiries

**Clinova Limited**  
Daisy Dalglish

**+44 (0) 2380302032**

**Instinctif Partners**  
Melanie Toyne Sewell/ Jeremy Durrant/ Rozi Morris

**+44 (0) 20 7457 2020**  
[clinova@instinctif.com](mailto:clinova@instinctif.com)

## About Clinova

Clinova Limited is a rapidly expanding global digital consumer healthcare company. Based in London, UK, it is focused on wellness and self-care to support the prevention of illness. Its success is built on understanding customers' needs and meeting them with effective product solutions. As technology becomes central in our lives, Clinova is leading the way in harnessing digital opportunities to improve consumer health via its digital health search engine app, Caidr. Clinova has plugged product gaps in the market with its own portfolio of revenue generating healthcare products, including O.R.S Hydration Tablets, Wayk multivitamin tablets, Magastic digestive tablets and Repelsect insect repellent patches.