

Accessible Diagnostics Technology CEO of the Year 2024: Katleen Verleysen

miDiagnostics

Centered around the art of amplifying the accessibility of precise PCR testing, miDiagnostics is a thoughtful collective that has spent its tenure bringing elements close to points of need. Be it for diagnostic purposes or quality control processes, the company sees to it that the biopharmaceutical sphere has unrestricted access to streamlined solutions that suit them. Leading the charge is Katleen Verleysen – a woman who, through her extensive experience in a plethora of business aspects, has managed to cultivate something truly meaningful.

Despite possessing a detailed background in the realm of chemistry, Katleen Verleysen is a CEO of many talents. Whether she's handling funding, strategic company positioning, or creating effective ecosystems to address and

respond to complex scientific challenges, she confidently leverages her prior experience to formulate approaches that are guaranteed to have the desired effect. Driven by her desire to greatly enhance the experiences



of both patients and healthcare workers, Katleen invests ample amounts of time into ensuring that miDiagnostics is fully equipped to enhance the healthcare sector's processes tenfold.

Though she has amassed incredible levels of success of the years, Katleen sees her growth as a combination of two critical factors – her determination to improve the lives of others, and the exceptional mentors she was blessed with at the start of her career. Where many find themselves having to build their skillsets up alone, Katleen was able to connect with individuals who genuinely believed in what she had to offer. They saw potential within her, and were prepared to provide her with plenty of opportunities to grow and flourish into the woman she is now.

Despite her role, however, being a CEO was a welcome surprise to Katleen's working life. Initially, her focus lied solely with advancing science, but it quickly became apparent that her dedication and hard work had further uses beyond this humble dream. As a result, she found herself assuming the role of CEO at a relatively young age, and she hasn't looked back since. Now, Katleen proudly harnesses her knowledge and skills to make informed decisions, solve problems in an efficient manner, and adapt to new challenges for the sake of a better future for the biopharmaceutical industry.

To further cement just how exemplary Katleen is, we feel it necessary to share a short excerpt of her thoughts on the role – "This is my 6th company, and 4th one as (interim) CEO. I remain committed to continuous learning and personal reinvention based on daily experiences. I actively seek insights from industry experts to understand how they have overcome challenges, and identify strategies applicable to my own circumstances. My drive stems from witnessing teams collaborate, excel, and achieve remarkable outcomes." Empowered by her experience, and eager to share her learnings with those around her, Katleen truly has triumphed over all of the factors that go into creating the perfect CEO.

Though the journey may have been long, Katleen Verleysen has more than earned her place as a CEO whose example should be followed by those looking to branch out into the world of leadership. Capable, communicative, and eager to bounce off of the brilliance of those around her, she has cultivated a strong presence that is admired by the masses. As such, EU Business News gladly presents Katleen Verleysen with a position in the European CEO of the Year Awards 2024. We're certain that, as the biopharmaceutical industry continues to evolve, Katleen and her team will be at the centre of seeing its growth come to fruition.