
Intuity Medical Appoints Industry George Zamanakos President and CEO



Intuity Medical, Inc., a medical technology company with the mission of making life with diabetes easier announced the appointment of George Zamanakos as President and CEO. Having served on Intuity Medical's board of directors for the past year and a half, Zamanakos brings to the role deep experience in diabetes technology as well as healthcare innovation, strategy, and commercialization.

Zamanakos succeeds Emory Anderson, who led the company over the past 14 years in the development and last year's launch of its POGO Automatic® Blood Glucose Monitoring System. Anderson will continue to support the company in an advisory role.

"On behalf of the board, we are pleased to welcome George to lead Intuity Medical as we venture into the next phase of the company's development. His substantial expertise in commercializing diabetes technologies will serve the company well at this pivotal time, as we are intensively focused on expanding access to POGO Automatic for people with diabetes," said Rebecca Robertson, chair of the company's board and managing director at Versant Ventures. "We're also especially grateful to Emory for his leadership over this past decade as he guided the Intuity Medical team to make the dream of POGO Automatic a reality."

Zamanakos brings with him broad commercial leadership experience in glucose monitoring innovations. He previously served as divisional vice president of global strategic marketing with Abbott Diabetes, where he had global responsibilities for the company's multibillion-dollar diabetes business and shaped the commercialization and innovation strategy for the FreeStyle Libre platform. Before that, Zamanakos was general manager of SweetSpot, a division of Dexcom, and director of strategic marketing for LifeScan, formerly a division of Johnson & Johnson. He began his career with McKinsey & Company after earning his Ph.D. in Physics from Caltech.

"I'm honored to take the helm of Intuity Medical and help make a meaningful impact through leadership and innovation as we scale up the organization," Zamanakos said. "More than 20 million people with diabetes rely on conventional glucose monitoring, and POGO Automatic has the potential to improve their self-care as a seamless and intuitive part of their daily routines. I'm excited to lead the Intuity Medical team into this important phase of growth and transformation."

Source: [Intuity Medical](#)

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