

**Withings UK & North American Media Contact:**

Ian Twinn | Tandem Marketing Communications

[iantwinn@tandemcomms.com](mailto:iantwinn@tandemcomms.com)

# WITHINGS

## **Withings Announces New Chief Marketing Officer to Further Bolster its International Expansion**

### **Former Director of Commercial Growth at PayPal, Elizabeth Coleon, joins leading connected health organization**

Issy-les-Moulineaux, 23rd of June 2022: Withings, the leader in connected health, today announced the appointment of Elizabeth Coleon as its new Chief Marketing Officer, who brings a wealth of knowledge and experience to the global brand. Based in Paris, Elizabeth will lead the Withings' marketing team as it continues to grow globally via its consumer device and Health Solutions divisions.

An established leader in the connected health space, millions of consumers use Withings connected devices, including smart scales, blood pressure monitors, smartwatches and sleep trackers every day to monitor their health and fitness vitals. Elizabeth will leverage her previous expertise in selling high-value services to further accelerate Withings development worldwide.

Prior to joining Withings, Elizabeth held positions of Marketing Director and Chief Revenue Officer at Qonto, a French online payment company for freelancers and SME's, where, as a member of the team, she participated in the hyper-growth of the neo-bank. In addition, Elizabeth was Director of Commercial growth at PayPal for 5 years, where she supported and developed customer focus, marketing strategies, and helped grow the overall fintech business.

Elizabeth holds a BA from Georgetown University and an MBA from Harvard Business School - on graduating she joined Goldman Sachs and then Paul Capital Partners, where she spent nearly 10 years in mergers and acquisitions and investments.

"After working for inspiring service management companies, I am thrilled to join Withings. The healthcare industry is accelerating and being radically transformed by data from connected devices. By developing an ecosystem of services at the center of our users' needs, we are accelerating our mission to create the ultimate home health experience that helps prevent certain diseases," said Elizabeth Coleon, Chief Marketing Officer of Withings

Mathieu Letombe, CEO of Withings added, "The last few years have only confirmed the growing need on the part of society to take back control of their health! The challenge of the next few years is to make people aware of the extent to which connected health objects allow the creation of a medical service that benefits each individual and humanity. With her international and service experience, Elizabeth will enable Withings to better communicate the power of a service driven by innovative, contextual and accurate data."

For further information please visit [www.withings.com](http://www.withings.com)

## **About Withings**

Established in 2008, [Withings](#), is a world leader in connected health technology. Its team of engineers, data scientists, and healthcare professionals have enthused every day, elegant lifestyle objects with medical and wellness capabilities to efficiently track health vitals. Its range of in-home devices can monitor more than 20 health and wellness parameters and are used daily by millions of people worldwide. Its portfolio of devices that includes connected scales, hybrid watches, smart thermometers, blood pressure monitors, and sleep trackers empower individuals to take back control of their health and track medical and wellness data.