

Building Mindpeak GmBH's Voice in AI-Enabled Pathology

The Challenge

Mindpeak had a strong and differentiated AI technology story, with growing relevance across digital pathology, precision medicine and pharma biomarker development, but its external narrative needed to be clearer and more consistent.

- 1 The challenge was to translate a highly technical offer into credible, accessible messaging for customers, partners, media, investors and internal teams, while positioning Mindpeak as an evidence-led, clinically grounded AI pathology company in a market increasingly sensitive to hype.

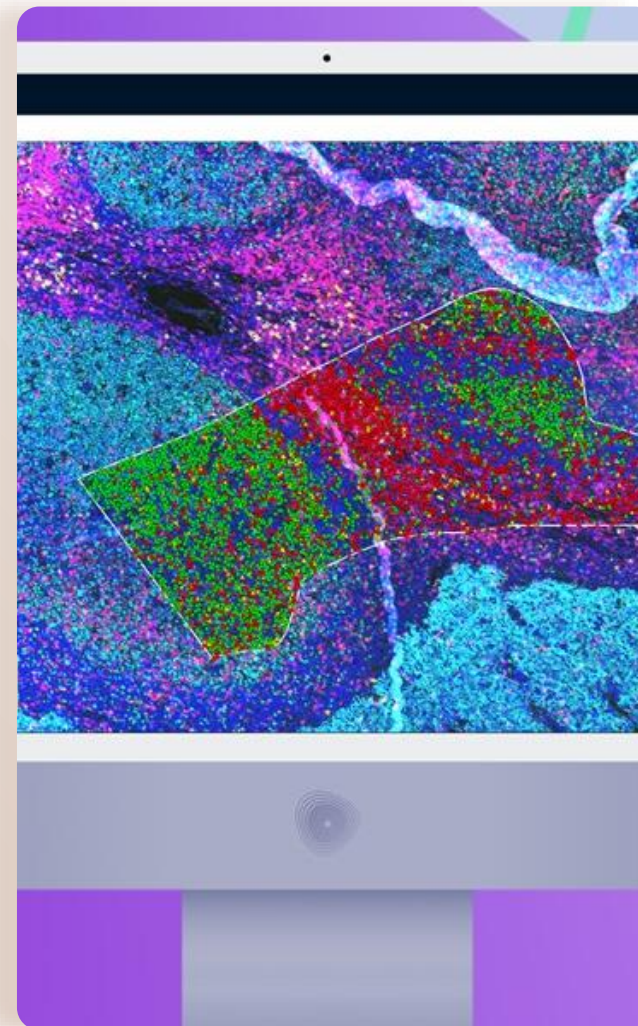
The Solution

Our first recommendation was a strategic communications programme, to give Mindpeak a clearer, more consistent voice across AI-enabled digital pathology.

Our strategic advice and execution included foundational messaging with practical awareness-building activity, including message architecture, spokesperson Q&A, LinkedIn and leadership amplification, congress and webinar support, partner communications, creative marketing, issues management and spokesperson media training.

We also executed a media strategy which included the development of media materials, including media statements, press releases and backgrounders. We undertook regular conversations with journalists to engage and place Mindpeak in target pharmaceutical trade media.

This helped translate Mindpeak's Frontier AI Model approach into a credible, accessible narrative that could support market visibility, stakeholder confidence and commercial momentum.



1,797

Media placements secured inclusive of syndications, paid and earned media

771mn+

Combined reach of media coverage

54%

Increase in LinkedIn followers for the corporate page

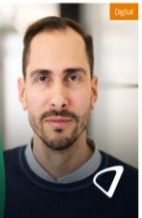
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Up to 6 new commercial partnerships secured during tenure of activity

12 Questions with Felix Faber

12Q

12 Questions with Felix Faber



Three more Board changes. To round out our Board of Director news, two more additions and one departure:

- Hamburg and Boston-based AI pathology firm Mindpeak has appointed **Christiaan Neeleman** to its Board. Neeleman previously led global clinical testing and biomarker services at Discovery Life Sciences.
- Joining the Board of Biotech Growth Trust is **Dame Jenny Harries**, who served as chief executive of the UK Health Security Agency from its inception in 2021. The London-based investor focuses on



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➤ Breaking News

OEM NEWS

ZEISS, Mindpeak Working Together on Integrated Pathology Solution

Collaboration is designed to address clinical and research applications in pathology.

January 31, 2025

By: Michael Barbella

Managing Editor

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Mindpeak

Mindpeak Strengthens Board with Appointment of Christiaan Neeleman to Accelerate Global Expansion in AI Pathology

PUBLISHED | SEPTEMBER 17, 2025

Ref: EN Presswire

Christiaan Neeleman joins Mindpeak's Board of Directors to accelerate the company's global growth and partnerships across pharma, biotech, and diagnostics.

I am truly excited to actively support the next stage of growth. The company already has an outstanding reputation in AI-powered pathology solutions. I look forward to helping expand its impact."

— Christiaan Neeleman

HAMBURG, GERMANY, September 17, 2025 (ENPresswire.com) – Mindpeak, a global leader in AI-powered pathology, today announced the appointment of Christiaan Neeleman to its Board of Directors. Neeleman brings more than two decades of international leadership in life sciences, diagnostics and health technology.

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Epredia and Mindpeak Announce EU Distribution Agreement for AI-Powered Image Recognition in Cancer Diagnostics

07.00 - 24 Feb 2026



AI-Enabled Pathology: De-risking Oncology Drug Development

Feb 24, 2026 | Health Tech | Image Recognition | Pharma, AI | Innovation in Solutions | Mindpeak

Written By: Aurélie Pagnier, VP Product AI Solutions

On behalf of: Mindpeak

Today, oncology drug development continues to experience the highest attrition rates across therapeutic areas. Despite major advances in molecular profiling and biomarker-driven strategies, a significant proportion of oncology clinical trials still fail, often due to challenges in patient selection.

Many trials rely on tissue biomarkers that are weak, noisy, or insufficiently predictive of treatment response to routine practice. Better biomarkers are frequently assessed using manual or semi-quantitative scoring methods that are inherently subjective, difficult to reproduce and prone to inter- and intra-observer variability. As a result, patient stratification can be inconsistent across sites, compromising trial integrity and outcomes.

The Push for Biomarker Testing Equity

Wolfgang Kelly

Oncology Times v48(3)p 130, March 2026 | DOI: 10.1097/OLT.0000000000000313

FREE



Biomarker testing has become one of the most powerful tools in modern oncology, linking a tumor's genetic or molecular profile to the most effective treatment. Yet, despite its proven ability to improve survival and reduce treatment toxicity, access remains uneven across patient populations. When eligible patients are not tested, opportunities for targeted or immunotherapy treatments are often lost, leading to delayed or less effective care. Therefore, equitable access has

MEDTECH INSIGHT

Medtech News & Insights

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Vague AI Literacy Requirements For Medtech Signal A Problem In Europe

Jun 11 2026 • By [George Underwood](#) • 5 min read

Watered-down EU training obligations and growing evidence of automation bias are shifting liability risk toward device makers, experts have warned.

IN VIVO

Strategic Industry Insights

In Vivo >> Commercial Strategy

Medtech's AI Literacy Problem Is Also A Manufacturer Liability Problem

Jun 15 2026 • By [George Underwood](#) • 9 min read

Watered-down and imprecise AI training obligations for users of medtech in the EU come at a time when doctors are most in need of new skills.



The team at MD Health have been strong partners throughout our collaboration. Their responsiveness, professionalism, and dedication were evident from day one, and we could always rely on them to deliver, even under the tightest deadlines. They consistently went the extra mile, bringing not only expertise but also a genuine commitment to helping us succeed.

What truly made the difference was the relationship they built with us. We always felt valued as a client and treated as a true partner, not just another account. Their openness, reliability, and willingness to go above and beyond made the collaboration both effective and enjoyable.

Above all, the MD Health team is a group of truly inspiring women, every one of them combines expertise with warmth, positivity, and an unwavering commitment to their clients. Working with them has been a real pleasure, and they have made a lasting impact on our team.

Katja Eisele, PR and Operations Manager
Mindpeak GmbH