



FOR IMMEDIATE RELEASE

The PharmaLedger Association Announces Leadership Change with Appointment of a new Executive Director.

[August 13th, Basel, Switzerland]

The PharmaLedger Association (PLA), a leading nonprofit organization fostering trust and innovation in the healthcare sector through the creation of a *digital trust ecosystem*, today announced the appointment of Dr. Stefan Schwarzfischer as its new Executive Director effective August 12th, 2024.

After nearly two years of distinguished service, Daniel Fritz has decided to step down from the Executive Director role due to personal circumstances.

"I am humbled and grateful to have served as a leader in this remarkable project and association. As we move forward, we continue to learn and grow. The role and importance of PLA are clear. I have complete confidence in Stefan's leadership and expertise and will work closely with him during the transition."

Daniel Fritz

Over the past years Daniel brought enormous progress to the mission of creating a neutral space for healthcare stakeholders to come together to innovate for a better and safer future of global healthcare. Key milestones achieved under Daniel's leadership tenure include the creation of the nonprofit Association and the successful launch of the Association's first blockchain network and product, ePI by PharmaLedger™, a cornerstone of the Digital Trust Ecosystem. Daniel will formally exit the organization on the 31st of August 2024.

Continuing PharmaLedger's Strategic Growth

Through its Board of Directors, the Association selected Dr. Stefan Schwarzfischer as its new Executive Director effective 12th August 2024.

With over 25 years of experience across various leadership roles (CEO, CFO, COO) in Germany, Spain, Switzerland, Thailand, Botswana, and South Africa, Dr. Stefan Schwarzfischer is a leader who combines strategic vision and a commitment to sustainability and Innovation, making him a valuable asset to the PharmaLedger organization.

With a proven record of success in leading digital transformation initiatives, integrating blockchain technology, and successfully scaling startups, Dr. Schwarzfischer's expertise makes him ideally suited to lead PharmaLedger through its next phase of growth.

"PharmaLedger uniquely combines the agility of a start-up with the ability to fulfil the rigorous regulatory standards of healthcare, creating an environment ripe for innovation and progress. I am honored to step into the role of Executive Director, keen to build on the incredible foundations in place and eager to continue working with the talented PLA team and members to drive forward our mission"

Dr. Stefan Schwarzfischer

In this new chapter of maturity, the PharmaLedger Association looks forward to expanding its reach and impact under Dr. Schwarzfischer's executive guidance.

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Additional information, digital assets [here](#).

For any questions, don't hesitate to contact us at press@pharmaledger.org

The PharmaLedger Association, founded in March 2022 in Basel, Switzerland, is the driving force behind the creation of a [Digital Trust Ecosystem in Healthcare \(DTE-H\)](#).

As a global not-for-profit entity, we unite diverse [members](#) from across the sector to revolutionize healthcare through digital solutions.

We connect, protect, and empower stakeholders for Healthcare 4.0. Under the leadership of the Executive Director, guidance from our [Board of Directors](#), and our [core values](#) we are navigating the future of digital healthcare with agility and purpose.

For more information about the PharmaLedger Association, please visit the PharmaLedger [website](#) and Social Media Channels ([LinkedIn](#), [X](#)) or check out our [YouTube Channel](#) for in-depth explanations and insights.

Clarisse Dias da Mota

VP of Ecosystem Operations & Strategy at PLA