

# Bit Market Services

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Oggetto : CTI BIOPHARMA APPOINTS BRUCE J.  
SEELEY AS EXECUTIVE VICE  
PRESIDENT AND CHIEF COMMERCIAL  
OFFICER

*Testo del comunicato*

Vedi allegato.



## **CTI BIOPHARMA APPOINTS BRUCE J. SEELEY AS EXECUTIVE VICE PRESIDENT AND CHIEF COMMERCIAL OFFICER**

**SEATTLE, Wash., July 27, 2015**—CTI BioPharma Corp. (CTI BioPharma) (NASDAQ and MTA: CTIC) today announced the appointment of Bruce J. Seeley as Executive Vice President and Chief Commercial Officer, reporting to James Bianco, M.D., CTI BioPharma’s President and Chief Executive Officer. Seeley joins CTI BioPharma effective today and will serve on the executive leadership team, assuming responsibility for CTI BioPharma’s commercial organization worldwide – including sales, marketing, commercial operations, medical affairs and supply chain.

“With more than 25 years of global commercial experience and a proven track record of successfully launching products in various markets and regulatory environments, Bruce brings to CTI BioPharma the right knowledge and skills for advancing our commercial organization,” said Dr. Bianco. “His recent launch experience, particularly in blood-related cancers, will be of great value to the ongoing commercialization of PIXUVRI in the EU as well as the future advancement of our pipeline, including the potential launch of pacritinib for patients with myelofibrosis.”

“Pacritinib is a unique, kinase inhibitor with specificity for JAK2, FLT3, IRAK1 and CSF1R, which are known targets for many blood cancers and solid tumors,” said Mr. Seeley. “I am excited by the potential value that pacritinib could bring to patients and to CTI BioPharma’s pipeline. The recent positive data from the first pacritinib Phase 3 trial in myelofibrosis and the potential for this candidate in other blood-related cancers make it a very opportune time to be joining CTI BioPharma. I look forward to working with the team and our partner to achieve the goal of bringing this innovative product to market and building a successful pacritinib franchise.”

Seeley most recently served as Senior Vice President and General Manager of Diagnostics at NanoString Technologies, Inc. overseeing the launch of the diagnostic product PROSIGNA<sup>®</sup> for early stage breast cancer. Before joining NanoString, Seeley was Executive Vice President of Commercial at Seattle Genetics where he built and led the commercial organization, including marketing, sales and managed markets. While at Seattle Genetics, Seeley successfully launched the company’s first product, ADCETRIS<sup>®</sup>, a targeted therapy for lymphoma. Seeley also previously held key leadership positions in marketing at Genentech (now a member of the Roche Group), including as Senior Director, Oncology Marketing, HER2 Brands, where he led the launch of HERCEPTIN<sup>®</sup> in adjuvant breast cancer. Seeley also held various roles at Aventis Pharmaceuticals Inc. (a part of Sanofi) in global and U.S. marketing, sales and new product commercialization and licensing, and in sales at Bristol-Myers Squibb Company.

In connection with the transition of medical affairs to the new Chief Commercial Officer, Dr. Jack Singer assumes the position of Chief Scientific Officer and will continue to serve as Executive Vice President, Interim Chief Medical Officer and Global Head of Translational Medicine.

### **About CTI BioPharma Corp.**

CTI BioPharma Corp. (NASDAQ and MTA: CTIC) is a biopharmaceutical company focused on the acquisition, development, and commercialization of novel targeted therapies covering a spectrum of blood-related cancers that offer a unique benefit to patients and healthcare providers. CTI BioPharma has a commercial presence in Europe and a late-stage development pipeline, including pacritinib, CTI BioPharma’s lead product candidate, which is

currently being studied in a Phase 3 program for the treatment of patients with myelofibrosis. CTI BioPharma is headquartered in Seattle, Washington, with offices in London and Milan under the name CTI Life Sciences Limited. For additional information and to sign up for email alerts and get RSS feeds, please visit [www.ctibiopharma.com](http://www.ctibiopharma.com).

### **Forward Looking Statements**

This press release includes forward-looking statements within the meaning of the Safe Harbor provisions of the Private Securities Litigation Reform Act of 1995. Such statements are subject to a number of risks and uncertainties, the outcome of which could materially and/or adversely affect actual future results and the trading price of CTI BioPharma's securities. Such statements include, but are not limited to, statements regarding CTI BioPharma's expectations with respect to the development of CTI BioPharma and its product and product candidate portfolio, the potential launch of pacritinib for patients with myelofibrosis, the potential for pacritinib in other blood-related cancers and future regulatory, development and commercialization plans. A number of results and uncertainties could cause actual results to differ materially from those in the forward-looking statements: satisfaction of regulatory and other requirements; clinical trial results; changes in laws and regulations; product quality, product efficacy, study protocol, data integrity or patient safety issues; product development risks; and other risks identified in CTI BioPharma's most recent filings on Form 10-K and Form 10-Q and other Securities and Exchange Commission filings. CTI BioPharma does not undertake to update its forward-looking statements.

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Source: CTI BioPharma Corp.

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