

Skulpt Announces New CMO

San Francisco, CA – Skulpt, the science-based, athletic performance technology company, has hired Anders Pers as Chief Marketing Officer.

As CMO, Pers will lead Skulpt’s consumer marketing and branding initiatives, and retail strategy. With 25 years of marketing experience, he has a longstanding track record of success with a wide range of consumer brands, ranging from start-ups to global icons, including Coca-Cola, Toyota, ancestry.com, 24 Hour Fitness and Muscle Milk.

“We are excited to have Anders join the team,” said Dr. Jose Bohorquez, CEO of Skulpt. “His expertise in marketing will help advance our product offerings and guide the company’s infrastructure as we continue to expand.”

Skulpt measures muscle quality and body fat using Composition Myography (CM). This technology was originally developed by Harvard Medical School neurologist (and Skulpt co-founder) Dr. Seward Rutkove to measure muscle health and track the progress of patients with neuromuscular disorders, such as ALS and muscular dystrophy.

About Skulpt

Founded in 2009 by Harvard Medical School Neurologist Dr. Seward Rutkove and MIT graduate Dr. Jose Bohorquez, Skulpt began as a medical device company focused on commercializing Dr. Rutkove’s Electrical Impedance Myography (EIM) technology, originally developed to measure muscle health and track progress for patients with muscular disorders. EIM was originally funded by the National Science Foundation (NSF) and National Institutes of Health (NIH), has been studied for over 15 years, and is currently used in clinical trials at leading medical centers and by leading pharmaceutical companies. In 2012, the company developed its consumer-focused offering by miniaturizing its lab-based technology into a device and software that can be used by untrained consumers to track and improve their athletic performance. The new Skulpt Scanner allows consumers to optimize their workout time and get real results efficiently and reliably, with access to expertise previously available only through professional fitness testing and coaching. For more information, visit: <http://www.skulpt.me>

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