

PRESS RELEASE

FOR IMMEDIATE RELEASE

February 19, 2025

ISurTec

ISurTec Welcomes Maria Holm, Ed.D as Chief Operating Officer

ST. PAUL, MN — Innovative Surface Technologies (ISurTec), a leading provider of lubricious coating solutions for the healthcare industry, announced that Maria Holm, Ed.D has joined ISurTec as Chief Operating Officer. Maria is a proven executive leader with deep expertise in operational excellence, strategic leadership, and technology innovation.

Maria's career began at Target, where she spent over 20 years driving team leadership, operations, financial product strategy, and technology implementation. She then took on larger leadership roles in eCommerce, financial services, data strategy, and operations consulting, holding key positions at ShopHQ, Synchrony Financial, and Merevie.

At ISurTec, Maria will play a pivotal role in advancing marketing and partnerships, quality, production, and technology strategies, ensuring the company continues to deliver industry-leading solutions.

A Minnesota native, Maria holds a BA in Communication Studies, an MBA, and a Doctorate in Leadership from the University of St. Thomas. We are excited for the impact she will make as we continue to grow and innovate!

About Innovative Surface Technologies, Inc.

Founded in 2004, ISurTec develops high-performance coating solutions for medical device and biotech applications. ISurTec's hydrophilic coatings are used by over 100 small and major medical device manufacturers globally while its ultra-low attachment and thermoresponsive cultureware products are setting new benchmarks in capability and yield. Visit www.isurtec.com or contact team@isurtec.com for further information.