# Graham Wong, Marketing & Brand Entrepreneur, Joins CTT Management Team as Vice President, Marketing

21.11.2014 | The Newswire

Toronto, Ontario / TNW-ACCESSWIRE / November 21, 2014 / The Board of Directors of Mindesta Inc. (OTCBB: MDST) is pleased to announce the appointment of Graham Wong to Vice President, Marketing of CTT Pharmaceuticals management team.

"Part of CTT's strategy is to partner with cannabis producers with domestic legislative advantages. It was important for us to have the ability to properly design, package and market products for potential partners worldwide. To this end Mr. Wong's background in marketing and branding will be paramount in our ability to introduce growers and patients to this superior delivery system", stated Dean Hanisch-President, CTT Pharmaceuticals

Graham Wong, an entrepreneur and marketer, has been involved in the advertising industry for over 15 years. He has had extensive experience working on some of Canada's well recognized brands, such as Aeroplan, Cineplex Big Screen Snax, Enbridge, Silani Sweet Cheese, Toronto Public Health, Athlete's World, Nike, Fila, Greenpark Homes, Fujitsu, The Red Green Show and 3MCanada. Through this wide scope of experience, he brings to his role, a business acumen that understands the strategic implications of forging effective relationships and - more importantly - how these relationships inevitably play out in both above-the-line and below-the-line scenarios.

Graham also brings experience as part of the strategic development team on mobile health app builds for Toronto Public Health (M2Men) and CAMH (Saying When and Psychiatry in Primary Care) where he oversaw strategic aspects of the UX architecture, creative development.

As a co-founder and president of the former Toronto boutique ad agency - Urban DNA - Graham has developed keen strategic insight into the challenges of building and cultivating strong networks with other business partners. He possesses an excellent understanding of marketing principles and their impact on real world business performance.

In his new role, Graham will oversee the corporate marketing strategy for CTT Pharmaceuticals and act as part of the executive team to build market awareness with consumers and investors.

"Part of our goal is to continually connect and inform our investors and we believe that Mr. Wong's experience in marketing awareness can be cross utilized into meeting this objective. We also feel he is an excellent candidate in overseeing our 3rd party partnerships for the adherence and safety App as he has worked on a number of ehealth solutions.", said Dr. Pankaj Modi-CEO, CTT Pharmaceuticals

#### **ABOUT CTT PHARMACEUTICALS:**

CTT Pharma has invented and developed an ideal intra-oral, sublingual, fast-dissolving wafer drug delivery system, complete with a mobile backend tracking software designed to increase patient compliance and prevent physical addiction.

CTT Pharma's principal asset is a patented, orally administered, fast dissolving wafer (the "Wafer")

The Wafer formulation is protected by Canadian Patent Number CA 2624110 C and US Patent Number 8,823,401 B2. The Canadian Patent, is a blanket patent covering most pharmaceutical agents (an open patent) and US Patent consist of approved opiates; such as Fentanyl, Morphine, Codeine etc.

CTT Pharma's primary mission is to lower addiction and improve overall compliance within the pain management market, specifically opiates, through the use of improved drug delivery and novel IT technology. This technology platform will be targeting both the human and pet (Veterinarian) markets.

CTT Pharma's Oral fast dissolving drug delivery systems will consist of films and wafers that dissolve without water, within a few seconds after placement in the mouth. The majority of drugs administered using our drug

12.11.2025 Seite 1/2

delivery system, mirror injections in that they have the ability to enter the bloodstream quickly, are convenient and discrete, and can be administered anywhere. A faster absorption rate is achieved because the mouth contains a very thin mucosa and is extremely vascular. There is no bitter taste, no smoke inhalation as is the case with cannabis, and less degradation of medication (by bypassing the stomach) and most importantly lower dosage units are required given the efficiency of absorption. Patient compliance is improved, especially with those who have a fear of choking and/or are pediatric, geriatric or incapacitated patients who have difficulty swallowing.

Most fast dissolving systems on the market today deliver anti-inflammatories, antihistamines and cough and breathing related medications. CTT believes that its technology will be the first to gain widespread use in major markets such as Pain Management (MedWafe), Veterinary Medicine(VetWafe) as well as Medicinal Marijuana(Cannawafe).

#### For additional information, please contact:

Dean Hanisch, President - CTT Pharmaceuticals Tel: 613 612-6060

Website: www.cttpharmaceuticals.com

### Forward Looking Statements:

This press release contains forward-looking statements, which can be identified by the use of statements that include words such as "could", "potential", "believe", "expect", "anticipate", "intend", "plan", "likely", "will" or other similar words or phrases. These statements are only current predictions and are subject to known and unknown risks, uncertainties and other factors that may cause our or our industry's actual results, levels of activity, performance or achievements to be materially different from those anticipated by the forward-looking statements. The Company does not intend, and does not assume any obligation, to update forward-looking statements, whether as a result of new information, future events or otherwise, unless otherwise required by applicable securities laws. Readers should not place undue reliance on forward-looking statements.

## NO REGULATORY AUTHORITY HAS APPROVED OR DISAPPROVED OF THE CONTENTS OF THIS RELEASE

Dieser Artikel stammt von Rohstoff-Welt.de

Die URL für diesen Artikel lautet:

https://www.rohstoff-welt.de/news/187023--Graham-Wong-Marketing-und-Brand-Entrepreneur-Joins-CTT-Management-Team-as-Vice-President-Marketing.htm

Für den Inhalt des Beitrages ist allein der Autor verantwortlich bzw. die aufgeführte Quelle. Bild- oder Filmrechte liegen beim Autor/Quelle bzw. bei der vom ihm benannten Quelle. Bei Übersetzungen können Fehler nicht ausgeschlossen werden. Der vertretene Standpunkt eines Autors spiegelt generell nicht die Meinung des Webseiten-Betreibers wieder. Mittels der Veröffentlichung will dieser lediglich ein pluralistisches Meinungsbild darstellen. Direkte oder indirekte Aussagen in einem Beitrag stellen keinerlei Aufforderung zum Kauf-/Verkauf von Wertpapieren dar. Wir wehren uns gegen jede Form von Hass, Diskriminierung und Verletzung der Menschenwürde. Beachten Sie bitte auch unsere AGB/Disclaimer!

Die Reproduktion, Modifikation oder Verwendung der Inhalte ganz oder teilweise ohne schriftliche Genehmigung ist untersagt! Alle Angaben ohne Gewähr! Copyright © by Rohstoff-Welt.de -1999-2025. Es gelten unsere AGB und Datenschutzrichtlinen.

12.11.2025 Seite 2/2