

Gold Standard Phantoms CEO, Professor Xavier Golay, appointed as Director of Quantitative Imaging at Bioxydyn.

Sheffield, 25th September 2023

Gold Standard Phantoms is proud to announce that our CEO, Prof Xavier Golay has recently been appointed as Director of Quantitative Imaging at Bioxydyn to enhance the company's capabilities in neuroimaging and strengthen its ties with our company. Prof Golay, who is also Honorary Professor at University College London, will help expand Bioxydyn's offerings in neurological imaging services and in the harmonisation of clinical trial imaging protocols, and thereby help market penetration of Gold Standard Phantoms in the clinical trial QA market. Prof Golay has a strong reputation in quantitative MRI methods, with extensive experience in neurological conditions, including multiple sclerosis and Alzheimer's disease, and in oncology.

Professor Xavier Golay said: "I have been an admirer of Bioxydyn's activities as an imaging CRO working in quantitative MRI methods for many years. This is a wonderful opportunity to help Bioxydyn extend its capabilities, and an excellent way for Gold Standard Phantoms to support high quality clinical studies at scale."

Professor Geoff Parker, Bioxydyn's CEO, said: "We are delighted to have Xavier on board and are looking forward to working with him on our expanding portfolio of neurological and other trials. His global reputation and skills in advanced MRI are an excellent complement to Bioxydyn's existing capabilities, as are the capabilities he brings via Gold Standard Phantoms."



Press Release

Gold Standard Phantoms is a spin-out company from University College London's Institute of Neurology, which focuses on developing cutting-edge calibration objects to improve the reliability of MRI scans, ensuring the highest quality of medical diagnostics. Gold Standard Phantoms has been recognised on the Tech Climbers Yorkshire list for 2023 as one of the fastest-growing MedTech companies in the North of England, further solidifying its position as a leader in the creation of phantoms and calibration objects for quantitative MRI.

Gold Standard Phantoms' mission is to revolutionize the field of medical imaging by bridging the gap between pattern recognition and precise scientific measurement. The company has a global market reach to prestigious Universities, University Hospital, Private and Governmental Research and Academic facilities, and for almost a decade has been providing an all-encompassing solution for maintaining standards in quantitative medical imaging through strategic collaborations with clinicians, radiographers, radiological societies, imaging manufacturers, pharmaceutical companies, and regulatory bodies.

Bioxydyn Ltd. provides high-standard, quantitative MRI imaging services to both the pharmaceutical industry and clinical/academic R&D. The company has over a decade of experience delivering complex, multi-centre clinical trials and employs robust GxP and 21 CFR Part 11 compliant processes, supported by their cloud-based VoxelFlow data management & analysis platform. Bioxydyn empowers its clients with unique insights into disease progression and drug effects, helps pharmaceutical companies make investment decisions, and assists clinicians in developing the best treatment for patients.