

HLM Venture Partners Announces Yumin Choi Promoted to Partner

Firm Deepens Expertise in Health Care IT, Tech-Enabled Services, and Medical Technology

Boston, Mass., July 14, 2014 – [HLM Venture Partners](#), a leading venture capital firm based in Boston and San Francisco focused on health care information technology, technology-enabled health care services, and medical technology, has promoted Yumin Choi to Partner. Choi joined HLM in 2007 as Analyst, was promoted to Vice President in 2012 and was recently named Partner.

“Yumin has proven to be a great asset to the firm and to the health care and venture capital community,” said Peter Grua, Partner, HLM. “Through a strong entrepreneurial spirit, Yumin has become a trusted partner to portfolio companies by providing strategic guidance and leadership every step of the way. His contributions have helped numerous businesses create significant and sustained growth.”

Choi has been an integral part of the HLM team and has contributed to many of the firm’s investments during the past seven years. Choi currently serves on the board of directors of [Vets First Choice](#) and is a board observer at [IHM Services](#) and [Nordic Consulting](#). He previously was a board observer of TYRX, acquired by Medtronic. Choi will be joining as the fifth investment partner at HLM and will dedicate his time across all activities within the firm’s three sectors.

“Yumin continues to identify many very interesting companies across all three of our areas of interest,” said Ed Cahill, Partner, HLM. “Given his background in the angel investment community, Yumin brings a unique experience and perspective. He has added tremendous value to our team and we are proud to have him represent HLM in the market.”

In addition, Choi is director of The Capital Network, a non-profit focused on educating entrepreneurs around topics of financing, and was chair of the New England Venture Network, the largest young venture capital organization in the East Coast. He is a board overseer of the Boston Symphony Orchestra and is on Boston University’s Coulter Foundation Oversight Committee. He is also a lecturer in the Gordon Institute at Tufts University, teaching a course in Entrepreneurial Finance.

“The health care landscape is changing rapidly because of Reform and the HITECH Act and, as a result, we are seeing more investment opportunities than ever,” said Marty Felsenthal, Partner, HLM. “Yumin has been a key part of our success during the past few years as we have experienced seven strong exits, and we know he’ll be a critical part of our growing portfolio moving forward.”

Prior to HLM, Choi held positions with Angel Healthcare Investors, an early stage investment group, and ZweigWhite’s Financial Advisory Services and Mergers & Acquisitions Group. Previously, he was co-founder and CEO of CY Digital. Choi also is a mentor in several health care focused startup accelerators including, Blueprint Health, Healthbox, and Startup Health.

Choi received a BS from Babson College and lives in South Natick, Massachusetts with his wife Amy.

About HLM Venture Partners

HLM Venture Partners is a leading venture capital firm focused on health care information technology, technology-enabled health care services and medical devices. During the past 20 years, the firm has provided more than \$400

million in capital to many dynamic and innovative emerging health care companies to fuel their growth and build sustainable enterprises. HLM has longstanding relationships with senior leaders of some of the country's largest health care organizations and is an active sponsor of new, emerging health care business models and entrepreneurs. For more information, visit www.hlmvp.com.