

Press Release

International NGO under new management - Life4me.plus founding director Alex Schneider moves on to ViiV Healthcare

Lenzburg, 31.10.2021 - Four years after the founding of Life4me.plus, its president Alex Schneider is moving to the pharmaceutical company ViiV Healthcare. In this new role Schneider, who has a doctorate in chemistry and lives openly with HIV, will be in contact with HIV doctors throughout Switzerland as a National Key Account Manager.

"The new position makes me very happy," said Schneider, who will be part of ViiV Healthcare Switzerland from November 1, 2021. ViiV Healthcare is the only pharmaceutical company 100% dedicated to HIV medicines and research and completely focused on people affected by HIV.

Schneider has worked closely with pharmaceutical companies in the past and has also managed companies of his own. The German, with Russian roots, knows the situation of people with HIV between Brussels and Basel, from Bern to Vladivostok. Before founding the non-governmental organization (NGO) Life4me.plus, he was a government advisor on HIV in Moscow and chair of the science programme "Partners in Science" at the European AIDS Treatment Group.

"I am very proud of the great team with whom I built Life4me.plus. Over the past years we have carried out many successful projects to raise awareness for HIV," reports Schneider, who leaves his NGO with a smile in one eye and a tear in the other: "One of the highlights is the current 'Respect' campaign, which runs during the European AIDS Congress in London, and challenges the stigmatisation of people living with HIV or at risk of acquiring the virus."

Schneider is handing over the management of Life4me.plus to Liliya Ten. The Kyrgyz woman, who lives in Moscow, also has many years of international experience working for human rights organisations. She has been part of the team from the start. "HIV and topics identified with the acronym LGBTQ+* have a lot in common," explains Ten. "Above all, there is a need to empower, that is, to strengthen, people from minorities who are still too often marginalised." Ten is particularly looking forward to the next Life4me.plus summer camp, because families with HIV will visit a mountain lake in her home country Kyrgyz. "We offer funding opportunities, for example with a charity run, which are possible with wheelchairs or walking."

One of the main goals of Life4me.plus under Ten's presidency remains to prevent new cases of HIV and other STIs, Hepatitis C and tuberculosis: "That's why we speak openly about HIV and other infections: how to protect yourself from them and how to live with them."

**Lesbian Gay Bisexual Transgender Queer and others*