11Alto.

FACT SHEET · NOVEMBER 2026

Market entry for health and life sciences *in Switzerland.*

11Alto AG is a Zürich-based market-entry platform for international health companies. It represents, distributes and operates health brands in Switzerland, with one contract and one accountable lead.

AT A GLANCE

Legal name	11Alto AG
Founded	2026
Headquarters	Schifflände 26, 8001 Zürich, Switzerland
Founder and CEO	David Martinez
Sectors	Diagnostics, consumer health, parapharma and medtech; expanding into digital health and emerging biotech
Who it serves	International health companies entering the Swiss market
Working model	One contract, one accountable lead and a network of specialists in regulatory affairs, logistics, market access and communications
Languages	English, German, French, Italian

THREE WAYS IN

Represent

Swiss authorised representative and importer, Swissmedic registrations, swissdamed.

Distribute

Pharmacies, drugstores, wholesalers, retail, online marketplaces and hospitals.

Operate

The brand run in Switzerland: e-commerce, launch and communication in three languages.

MISSION

Better access to proven health innovation for people in Switzerland, and a clear route in for the companies that build it.

David Martinez

FOUNDER AND CEO

Has worked across the full journey of health products, from manufacturing to market, at Roche, GE Healthcare and Rockwell Automation, including a decade in Roche's Pharmaceuticals Division.

> *"A new generation of health brands is being built right now. I want Switzerland to be where they launch."*

CHF 97bn
Swiss health spending, 2024

21.3%
paid directly by households

1,830
pharmacies nationwide

No. 1
Global Innovation Index, 15th year

Sources: FSO 2024 · pharmaSuisse Facts & Figures 2025 · WIPO GII 2025

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