Pharmx Announcement 27 July 2026

Pharmx appoints Chief Product Officer behind expansion of leading B2B ordering platform

Pharmx Technologies Limited (ASX:PHX) (Pharmx) is pleased to announce the appointment of Taufiq Khan as Chief Product Officer.

Taufiq’s career has been defined by the ability to build and evolve products for millions, from the launch of the CommBank app and digital subscriptions at The Sydney Morning Herald, to the development of Noon.com, one of the Middle East's largest e-commerce platforms, and a global logistics platform at DP World. Most recently, Taufiq held the position of Chief Product Officer at Ordermentum, a business with direct comparables to Pharmx. He led the evolution of one of Australia’s leading B2B ordering networks into an integrated commerce platform. Expanding it with new product lines across payments, marketplace referrals, messaging, finance and AI workflow automation alongside leading the company’s AI strategy, driving new revenue opportunities while embedding AI across the business to accelerate product delivery and go-to-market execution.

Taufiq brings a deep understanding of how great product thinking translates into meaningful outcomes for people and businesses. His experience building digital experiences at scale, combined with his track record in B2B commerce and AI-driven product development, positions him well to accelerate Pharmx's product innovation and strengthens the value it delivers to pharmacies and suppliers across Australia and New Zealand.

Commenting on the appointment, Pharmx Chief Executive Officer Tom Culver said:

"The appointment reflects Pharmx's commitment to its mission of providing the most seamless multi-channel pharmacy ordering experience in the world. With the appointment of Taufiq, Pharmx is deepening its product leadership capability with the clear goals of driving market leading customer experience, rapid product growth and strong commercial outcomes. As AI reshapes how platforms are built and the value they create, this is an exciting appointment ensuring we have the right person leading Pharmx's product agenda as a key strategic priority.”

Commenting on the appointment, Taufiq Khan said:

"Pharmx has already built a unique platform at the centre of Australia's pharmacy supply chain. I see enormous potential to build on that foundation by evolving the platform, expanding into new services and using AI to make it easier for pharmacies and suppliers to connect, transact and grow."

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About Pharmx Technologies Limited

Pharmx is ANZ's leading pharmacy ordering platform, providing essential technology infrastructure for seamless ordering and inventory management. By connecting the largest network of pharmacies, suppliers, and technology vendors, Pharmx facilitates approximately $20 billion in transactions annually through its robust, high-availability platform, driving efficient operations, seamless connectivity, and valuable insights across its ordering, eInvoicing, and analytics solutions.

Operating in a dynamic and evolving market, Pharmx is positioned for sustained growth, driven by population growth, demographic shifts, and regulatory changes. With a strategic focus on expanding its addressable market, Pharmx leverages its extensive network, proprietary pharma-tech, and advanced data capabilities to unlock new revenue opportunities and enhance healthcare outcomes across Australia and New Zealand.