



**Unite for HoFH Awareness  
Logo competition Jury:**

**Mateusz Szwachta**

***EAS Communication & Community Manager  
Sweeden***

**HoFH**  
AWARENESS DAY



**FH Europe  
Foundation**

## About Mateusz:

Mateusz Szwachta is the Communication & Community Lead for the European Atherosclerosis Society (EAS). With a background in strategic communications and growth marketing, Mateusz plays a critical role in disseminating information about cardiovascular health, familial hypercholesterolemia (FH), and other related conditions. His efforts focus on sharing scientifically reviewed knowledge and enhancing public understanding and engagement through various campaigns and educational initiatives, thereby supporting the society's mission to improve cardiovascular health across Europe and beyond.

Through his strategic approach to marketing and communications, he effectively amplifies the voice of the EAS, reaching diverse audiences and encouraging proactive steps toward the prevention and management of cardiovascular diseases.

As a judge for creative outreach efforts, Mateusz brings not only his expertise in communication but also a deep understanding of the societal impact of HoFH. His ability to assess the effectiveness and resonance of messaging and campaigns ensures that the most impactful and innovative initiatives are recognized and supported.

**One Galaxy, One Heart:  
Unite for HoFH Awareness**

**#Unite4HoFH**

**[www.fhef.org/hofh-awareness-day](http://www.fhef.org/hofh-awareness-day)**

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