



News Release

Siemens Healthcare creates Clinical Products division for dedicated X-ray and ultrasound focus

Divisional Director and Ultrasound Business Manager appointed to support growth

Siemens Healthcare has announced the creation of a new Clinical Products division with a dedicated focus on ultrasound and X-ray solutions. The new division brings together mammography, ultrasound, general X-ray, fluoroscopy, mobile X-ray and urology imaging under one team to focus on growing market share.

David Wilkins has been appointed Divisional Director, bringing 28 years experience of X-ray engineering, sales and product management to the role. He states, "The newly established division is a clear indication of Siemens' commitment to further strengthen our focus in the ultrasound and X-ray marketplace. Bringing together a range of diagnostic imaging products with similar procurement and lifecycles will give greater focus to drive market share upwards and explore additional channels to market where appropriate.

To further enhance the new team, Siemens has announced the arrival of Sanjay Srivastava as UK Ultrasound Business Manager. Sanjay has over 18 years of experience in sales, distributor, strategy and business management roles in the healthcare and medical devices industry. He started his career at Hitachi in India before managing a cardiac ultrasound team at Hewlett-Packard, moving to Philips as a territory manager and then to GE Healthcare as Women's Healthcare Segment Leader. Sanjay originally graduated in Electrical Engineering at the National Institute of Technology, Karnataka, before doing a Masters in Biomedical Engineering at the Institute of Technology, Banaras Hindu University. He is currently in the process of completing his Executive MBA from the prestigious Cass Business School in London and is due to be awarded the degree later this year.

“I am delighted to take the position of UK Ultrasound Business Manager at Siemens Healthcare and look forward to positively influencing product development,” said Sanjay Srivastava. “My primary focus with the team is on strengthening existing customer relationships as well as developing and building new opportunities over the coming years.”

The Clinical Products division will work alongside the Imaging and Therapy division at Siemens Healthcare. The Imaging and Therapy product portfolio includes MRI, CT, Angiography, Molecular Imaging and Information Knowledge Management.

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About Siemens Healthcare

The **Siemens Healthcare Sector** is one of the world's largest suppliers to the healthcare industry and a trendsetter in medical imaging, laboratory diagnostics, medical information technology and hearing aids. Siemens offers its customers products and solutions for the entire range of patient care from a single source – from prevention and early detection to diagnosis, and on to treatment and aftercare. By optimizing clinical workflows for the most common diseases, Siemens also makes healthcare faster, better and more cost-effective. Siemens Healthcare employs some 48,000 employees worldwide and operates around the world. In fiscal year 2010 (to September 30), the Sector posted revenue of 12.4 billion euros and profit of around 750 million euros. For further information please visit: www.siemens.com/healthcare.

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For more information or images please contact:

Georgina Wright / James Meredith
Media Safari
T: 01225 471202
E: jamesm@mediasafari.co.uk

Siemens Healthcare
Laura Smith
T: 01276 696374
E: laura.smith@siemens.com
W: <http://www.siemens.co.uk/healthcare>

Picture caption: The management team of the newly created Clinical Products division at Siemens Healthcare. (Left to right): Bernadette Leonard, Regional Sales and Clinical Applications Manager for Ultrasound; Lynn Blackburn, Product Manager for Special Products; David Wilkins, Divisional Director for Clinical Products; Joanne McAuliffe, AXD Product Manager; and Sanjay Srivastava, UK Ultrasound Business Manager.



Picture caption: The Ultrasound team at Siemens Healthcare.

