

# Press release

23.08.2017

## Freiburg-based medical technology company pro med instruments reinforces its general management

**As Managing Director, Roman Maier will be leading the operational area of the neurosurgery specialist from Freiburg. Pro med instruments GmbH (PMI) hereby switches its general management to a dual leadership.**

Roman Maier is responsible for the entire operational business of pro med instruments GmbH as Managing Director since 16/08/2017. Alongside global sales, this also includes the areas of marketing, customer service, logistics, quality control and procurement. "I look forward to bringing my knowledge and experience to this well-positioned and strongly growing company and to help foster further development in close cooperation with Matthias Schüle and our dynamic employees in all areas," explains the 47-year-old sales specialist.

After his apprenticeship as a cutting machine operator and business correspondent, Roman Maier got to know the areas of sales and marketing from the ground up. Early on he took up personal responsibility and headed sales departments in domestic and international sales. And so he moved up to the management level quickly and consistently. Before his switch to PMI he spent five years in the automotive industry and a total of 19 years in the medical technology sector. As an international sales manager and authorised officer he was most recently responsible for international sales at a reputable medical technology manufacturer in Tuttlingen where he was responsible for the development and management of its foreign subsidiaries in his sales area. He is sure he will provide PMI with lots of new inspiration.

"We were able to gain an experienced manager in Roman Maier. I was convinced by his authoritative and determined personality from the start. I look forward to working together with him," says Matthias Schüle, owner of pro med instruments GmbH and previously sole Managing Director, welcoming his new colleague. He sees great potential for his company in the decision to opt for dual leadership and the associated division of responsibilities. "The division of tasks increases the focus of management on their respective areas, which will make us more effective and efficient," explains Schüle.

Matthias Schüle will now concentrate more on strategic company development, particularly on innovation and the life cycle process of PMI. He is above all responsible for the areas of research and development, product management, quality management, regulatory affairs and administration as well as all further supporting company processes.

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## **The company**

PMI concentrates on the development and sale of products for neurosurgery. Core products include cranial stabilisation and retractor systems for neurosurgical applications. In addition, the product portfolio offers a broad selection of accessory items, customer-specific products as well as a varied selection of non-stick bipolar forceps.

The top priority is to make a product available to the surgeon for the good of the patient, which offers them the maximum possible safety with the highest possible benefit. That's what the products of the DORO® brand stand for worldwide.

## **Photo credit:**



The Managing Directors of pro med instruments GmbH (from left to right): Roman Maier and Matthias Schüle.

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