

# Press release

FREIBURG, Germany – May 8, 2018

## **Urs Brunner to join pro med instruments, Inc. as Vice President & General Manager.**

**pro med instruments, GmbH, a global leader in the sector of neurosurgical cranial stabilization and brain retractor systems, today announced the appointment of Urs Brunner as Vice President & General Manager. In this role, Brunner will lead the North American Subsidiary, pro med instruments, Inc., located in Cape Coral, Florida.**

Brunner joins pro med instruments from Medtronic , where he served as an executive manager for 17 years in various senior marketing and business management positions, first in the Europe/Middle East/Africa region, then for the past 10 years in Latin America, operating out of Miami, FL. Most of his experience with Medtronic includes the pacemakers, defibrillators and electrophysiology divisions. As Sr. Director of Strategic Market Access, he worked with governmental and non-governmental organizations to improve access to healthcare as well as with Distributors to optimize go-to market strategies and development of an innovative new service business. Later as Sr. Director of Business Integration he led the integration of a major acquisition in Latin America. He is also a professional Certified Executive Coach with a passion to developing individuals, leaders and teams and he served on the board of the International Coaching Federation South Florida Chapter.

“We are excited to welcome Urs Brunner to PMI,” said Roman Maier, pro med instruments, GmbH Co-managing Director and Director/Vice President of pro med instruments, Inc. “His in-depth understanding of healthcare markets, his strategic business development experience and his executive coaching credentials are a great match for the needs of our company in order to meet the challenges of our rapid growth witnessed in these past few years.”

“I look forward to the opportunity to make PMI, Inc. the market leader in North America and to expand our leadership in the segment of head fixation in imaging solutions,” said Brunner.

Brunner assumed his position at PMI, Inc. effective April 25, 2018.

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## **The company**

pro med instruments, GmbH, (PMI) headquartered in Freiburg im Breisgau, Germany is a global leader in the sector of neurosurgical cranial stabilization and brain retractor systems. Right from its beginnings, pro med instruments specialized in developing state-of-the-art cranial stabilization and retractor systems and custom solutions for intra-operative imaging. The DORO® brand soon became synonymous for high quality and unique flexibility worldwide.

Today, PMI serves neurosurgeons, hospitals and patients in approximately 140 countries. Our privately owned company consists of competent and highly motivated employees, dedicated to improve the quality of our users' and patient's lives.

### Press contact

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### **Picture Credit:**



Urs Brunner