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## Christian Bernhard is Appointed Zone President at GE HealthCare and Nominated for BVMed Board



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[Christian Bernhard](#), a distinguished figure in the healthcare industry, has embarked on a new journey as Zone President for [GE HealthCare](#), effective February 1st, 2024. In this pivotal role, Bernhard will oversee operations spanning DACH (Germany, Austria, and Switzerland), France, Belux (Belgium and Luxembourg), Iberia (Spain and Portugal), and French-speaking Africa. Expressing his gratitude for the opportunity, Bernhard stated, "I am honoured to lead an outstanding team which works every day to create a world where healthcare has no limits." He extended special appreciation to his DACH Leadership team for their instrumental role in fortifying GE HealthCare's presence in Precision Medicine, asserting the company's position as a leader in the region.

Moreover, Bernhard announced his candidacy for the board of BVMed, the Medical Technology Association representing over 230 companies in the sector in Germany. Citing his extensive expertise, network, and commitment to shaping the industry's future, Bernhard outlined his priorities if elected to the board.

Among his key focuses is bolstering the medical technology industry's role as a trustworthy partner during challenging times. Bernhard emphasised the importance of supporting customers with innovative solutions, particularly in precision and preventive medicine.

He also underscored the necessity of enhancing the industry's political positioning, advocating for clearer government strategies, and reducing regulatory burdens. Bernhard's vision includes fostering innovation and patenting new technologies, positioning Germany as a leader in medical technology.

Image Credit: [LinkedIn](#)

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