

FUJIFILM SonoSite Strengthens European Organisation



Torsten Walther, European Sales Director, and Volker Keller, European Marketing Director, FUJIFILM SonoSite

FUJIFILM SonoSite has restructured its direct sales and marketing activities in Europe to better serve the shifting point-of-care (POC) ultrasound market. This will provide a more consolidated voice for the company's customers across Belgium, France, Germany, Spain and the UK, particularly in the growing emergency medicine and pre-hospital care markets.

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The new European structure sees Torsten Walther promoted to European Sales Director, working with the local sales teams to ensure a comprehensive and responsive service for both new and existing customers. Torsten commented: "There have been many developments in POC ultrasound in the past 10 years, most notably the rise in ultrasound-guided interventions and emergency diagnostics. Our aim is to be at the forefront of these growth areas, providing technologically advanced and practical solutions that fit seamlessly into patient management for improved outcomes."

Volker Keller, newly appointed as European Marketing Director, will have responsibility for ensuring that the company's activities continue to reflect the four pillars on which FUJIFILM SonoSite is built – durability, ease of use, education and reliability. Volker added: "The requirements of an ultrasound system in a POC setting are very different from those of radiology departments; they must be small, portable, robust and start up quickly. These qualities are synonymous with the SonoSite brand, but we are equally dedicated to helping our customers get the most out of their equipment through education, training and the development of new applications which will ultimately contribute to better patient care." □

This strengthening of the European organisation is designed to reflect the success SonoSite already enjoys in the US market, where a recent KLAS report named it the most-used brand of POC ultrasound system in hospitals. With over 35 years of combined expertise in the healthcare market, Torsten and Volker have the experience and knowledge to help FUJIFILM SonoSite and its European customers drive forward new and innovative applications in POC ultrasound.

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