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**Omer Demir - New Head of Direct Customer Engagement Group, Siemens Healthineers**

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Omer Demir has been part of Siemens Healthineers for more than a decade. He started in 2011 as a Key Accounts Manager and International Sales Manager. During these ten years with Siemens Healthineers, Demir worked as Enterprise Accounts and International Sales Group Manager, Sales Unit manager, Head of in-vivo Business Management and Marketing and Global Business Manager, Asia Pacific. He has now been promoted to Head of Direct Customer Engagement Group.

Demir has also worked in the Siemens Healthcare division for 14 years. His specialties include management, leadership, sales, marketing, Healthcare IT, business development, customer satisfaction measurement and much more.

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