
Zaidoun Al-Hilali, New Director, Head of Marketing at Masimo (MENAT)



Zaidoun Al-Hilali is now the new Director, Head of Marketing at Masimo (MENAT) . Zaidoun is an experienced healthcare professional from the United States and the EMEA region. He has helped implement best practices for the Tenet hospitals in the United States with Cerner and McKesson web applications. Since 2009, he has been working from Dubai in marketing IV technology solutions across the Middle East and Africa inside private, MOH and military hospitals including the top healthcare providers in the region.

Zaidoun has developed and implemented strategies to better position the business in the region and increase market share in the fields of infusion pumps and infusion pumps connectivity, IV-access and other IV related consumables

His expertise includes delivering innovative and actionable solutions in the areas of marketing strategy, sales and marketing and sales force effectiveness. He also has a special focus on Medical Device Connectivity and Integration, 802.11 and EMRs.

Published on : Thu, 14 Apr 2022