

Press Release

New Vice-President Sales at HEINE Optotechnik

Herrsching, May 8, 2018 – Dr. Matthias Kühner, a longstanding sales expert and leader in the med-tech field, is joining HEINE Optotechnik as its new Vice-President Sales.



Dr. Matthias Kühner

On May 14, 2018 Dr. Matthias Kühner will take over sales management in the position of Vice-President Sales at HEINE Optotechnik. Throughout his long career in the medical technology industry Dr. Kühner has held a number of executive positions. Prior to his role as Group Vice-President of Global Sales Implants at Dentsply Sirona, he was the General Manager at VDW GmbH, a private company located in Munich that is a leading producer in the area of endodontics.

"I am looking forward to the challenge of driving the global growth of a family-owned, global business in the highly competitive field of medical diagnostic instruments. My diverse international experiences will be very helpful in this challenge," explains Dr. Matthias Kühner. "After getting to know the management team and the whole Heine Optotechnik company, I am convinced that Heine Optotechnik is well-positioned for a very successful future."

"With Dr. Matthias Kühner we are gaining an experienced leader with a very successful track-record not only in generating sales results, but also in team and organisational development," states Oliver Heine, CEO and President of Heine Optotechnik. "He will make an important contribution in the development and implementation of our future facing strategy with his years of experience in sales, his roles in widely diverse corporate functions, as well as his background as a dentist. As Vice-President Sales he will continue to drive Heine Optotechnik's course of international growth."

Dr. Kühner will report directly to Oliver Heine. As of May 14, 2018 he will assume responsibility for Global Sales at Heine Optotechnik as well as at its subsidiaries in the USA, Australia and Canada.

Bettina Seim, Vice-President Marketing, who has been acting as Interims Vice-President Sales, will now resume her focus on strategic marketing at the company.

HEINE. Quality Made in Germany.

Today, as a global leader in primary diagnostic instruments with over 500 employees we remain committed to our founding principles. We are still a 100 % family owned and managed company and care deeply about our employees, our customers, and the quality of our products. We continue to develop and manufacture HEINE instruments exclusively at our facilities in Germany, where we combine decades-long experience and craftsmanship with the most modern manufacturing technologies.

Heine diagnostic instruments are available in 120 countries worldwide.

www.heine.com

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