

Press Release



Introducing the extended management team at HEINE Optotechnik: Bettina Seim, Oliver Heine, Dr Matthias Kühner and Timo Martin
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HEINE Optotechnik – on course for growth

Oliver Heine presents extended management team

Herrsching, March 2019 – Heine Optotechnik, an internationally successful manufacturer of medical instruments for primary diagnosis, has expanded its management team as part of its growth strategy. Dr Matthias Kühner and Timo Martin will now assist owner Oliver Heine at operational level, while Bettina Seim will be the driving force behind the company’s strategic developments and cooperative relationships.

To increase its capacities and aid this further expansion, the company is also investing in new company premises in the region. Based on the current building schedule, production of Heine dermatoscopes, otoscopes and other instruments at the company’s new central site in Gilching is set to commence in 2020.

All the signs point towards growth for this mid-sized medical technology manufacturer from Herrsching. The company is making big investments in new precision diagnosis instruments featuring high-quality lighting and optical systems – Heine’s key area of expertise to this day. Heine medical instruments are already available in 120 countries, and now the company is expanding its global distribution network and increasing the number of on-site employees in its distribution division.

Chief Executive Officer Oliver Heine has decided to expand the management team to reflect these changes: Former Vice President Sales, Dr Matthias Kühner, has now been appointed as Chief Commercial Officer (CCO). As well as being in charge of distribution, Dr Kühner is now also responsible for marketing, product management and human resource management.

Former Vice President Operations, Timo Martin, is the new Chief Operations Manager (COO). He is responsible for all production, procurement and logistics in the company, as well as for development, quality management, project management and finance.

This will free up more time for owner and CEO Oliver Heine in his day-to-day business. While remaining very much involved in the company’s operational affairs, he will be turning his attention to the company’s strategic development in the future. “The medical industry is an increasingly complex and challenging environment. We aim to build upon our leading position in the market by continuing to develop and manufacture innovative,

ground-breaking primary diagnosis solutions – still ‘Made in Germany’ as we move in the future,” says Oliver Heine.

Supporting him in this work is Bettina Seim, who has been appointed to the new management position of Chief Strategy Officer (CSO) and will also be working on cooperative arrangements with partners in the healthcare sector.

Investing in manufacturing in Germany

Ever since the company was founded in 1946, its products have been manufactured exclusively and consistently in the German production facilities. Furthermore, over 90% of all vendor parts for Heine instruments come from Germany.

The company continues to stand by this philosophy. At present, Heine Optotechnik is investing over 35 million euros in a new headquarters with modern production facilities covering an area in excess of 14,000 square metres. The new site is under construction in Gilching, in the administrative district of Starnberg, close to the company’s current head office in Herrsching.

Heine – Quality made in Germany

Heine Optotechnik is one of the world’s leading manufacturers of primary diagnostic instruments and employs more than 500 members of staff at present. The completely owner-managed family-run business combines decades of experience and craftsmanship with state-of-the-art manufacturing technologies. All Heine otoscopes, laryngoscopes, loupes, lights, sphygmomanometers, ophthalmoscopes and dermatoscopes are also exclusively developed and manufactured in the production facilities in Germany. Heine diagnostic instruments are available in 120 countries worldwide. www.heine.com

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