

MEDTECH Strengthens Its U.S. Commercial Team to Support Launch of Rosa Spine

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MONTPELLIER, France, Jan. 19, 2016 (GLOBE NEWSWIRE) -- MEDTECH (Euronext, FR0010892950 – ROSA), a company specialized in designing, developing and marketing innovative surgical assistance robots, has announced the appointment of Teresa Prego to the position of Director of Marketing.

Based at Medtech's U.S. branch, Ms. Prego will develop and implement the Company's marketing policy, with a strong focus on supporting commercial operations in the U.S.. This includes the marketing strategy and commercial launch of the ROSA™ Spine robot in the U.S., which recently received 510K clearance from the U.S. Food and Drug Administration (FDA).

Ms. Prego has had more than 20 years of experience in strategic marketing within the medical field. Prior to Medtech, she served as a Senior Consultant at Andersen Consulting (now Accenture), held roles with Bayer, Boston Scientific, Aspect Medical and, most recently, was the Marketing Director at Tenet Healthcare.

*"Teresa Prego's marketing experience and expertise in the U.S. medical sector are major assets for Medtech,"* said Bertin Nahum, CEO and Founder of Medtech. *"Her appointment will contribute to driving adoption of our technology in various markets, including the launch of ROSA Spine in the U.S. True to the commitments we made at the time of the IPO, we are successfully executing on our growth strategy with additions to the management team to keep pace with the expansion of our commercial activity."*

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