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Toshiba appoints new directors

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Toshiba Medical Systems has announced that it has named Mr Guy Poloni as director, MR Business Unit, and Mr Bill Newsom as director, X-ray Vascular Business Unit.

They will be responsible for implementing strategic marketing plans that drive growth and profitability for their respective product lines. They will also interface with the global business units at Toshiba Medical Systems Corporation to communicate the needs and requirements of the US market.

"Mr Guy's proven track record and expertise in the MR market make him the perfect leader of the MR Business Unit," said Mr Calum Cunningham, vice president, Marketing and Strategic Business Development, Toshiba.

Mr Poloni was Toshiba's 3T product manager from 2011 to 2014 and most recently served as deputy director of MR at Toshiba Medical Research Institute.

Mr Newsom also comes from within Toshiba, having been with the company since 2003. He has held several senior roles in the X-ray Vascular Business Unit and in Sales, having served most recently as the West Zone Business Manager for X-ray Vascular.

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"Mr Bill's extensive knowledge of the X-ray vascular market and our products, and his dedication to giving customers a voice, will help drive sales for our industry-leading products in this segment," said Mr Cunningham.

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