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Toshiba America Medical Systems has announced that Ms Maria Piazza has been named director, Ultrasound Business Unit. In her new role, Ms Piazza is responsible for developing and implementing strategic marketing plans that drive growth and profitability for the business unit. She will also work closely with the Global Business Unit at Toshiba Medical Systems Corporation (TMSC) to communicate the needs and requirements of the US market.

"We are confident that Ms Piazza's leadership will continue the momentum of the Ultrasound Business Unit, which has grown significantly in recent years and continues to introduce innovative technologies like the Aplio Platinum Series," said Mr Calum Cunningham, vice-president, Marketing and Strategic Business Development, Toshiba.

Prior to joining Toshiba, Ms Piazza has held many senior marketing and business leader positions. She has served in several roles including CMO, Global Advertising and Promotions director, Global Marketing Operations director and MR Global Product Marketing manager, driving strategies for product development and marketing programs across GE Healthcare's Global Businesses and Regions.

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