

## Toshiba names Mr Satrajit Misra VP Marketing

23 July 2015 | News | By BioSpectrum Bureau

### Toshiba names Mr Satrajit Misra VP Marketing



Toshiba America Medical Systems has announced that Mr Satrajit Misra has been named vice-president, Marketing. Mr Misra will be responsible for overseeing all business units, Corporate and Strategic Communications, Clinical Collaborations and Healthcare Economics with the goals of continuing Toshiba's growth and maintaining its commitment to putting customers first.

"Mr Satrajit Misra has consistently demonstrated his leadership skills by driving year-over-year growth for our CT business," said Mr Shuzo Yamamoto, president and CEO, Toshiba America Medical Systems. He added, "He brings to Toshiba expertise in several different modalities as well as successful experience in marketing, sales and system development. Mr Misra has also developed synergetic relationships with colleagues around the world and we are looking forward to his application of this robust skill set to his new role."

Mr Misra was most recently the senior director, CT Business Unit at Toshiba, increasing sales and launching new products, like the award-winning Aquilion ONE ViSION.