

Press release

Introduction CEO of medifa GmbH



Please send enquiries to:
Marianne Rohrmoser
Head of Marketing
Tel. +49 (0) 151 67116 031
Mail: m.rohrmoser@medifa.com

As of March 1st, 2023, Dr. Markus Keussen assumed the role of managing director at the recently established medifa GmbH.

Dr. Keussen holds a Master's degree and a Doctor's Degree of Business Administration of the University of Kiel, Germany. He started his professional career at the BMW AG headquarters in Munich. He held several operational and strategic product management positions including assignments in the United States. Afterwards, he transitioned to the Management Consultancy business, consulting major automotive OEMs in Europe and the U.S. in the areas of restructuring, market growth and process optimization.

After 14 years in the automotive sector Markus moved to the medical business and joined DRAEGER AG in Germany to lead their hospital infrastructure business as the global President, managing the international teams of this business as well as the German and international production sites. After 8 years, he took the opportunity to expand the global business of SIMEON Medical.

Since June 2022, Dr. Keussen has assumed the role of Vice President MedTech Group at BHM Group, where he is responsible for developing and managing the company's medical technology business. His primary objective is to facilitate sustainable, long-term development in the context of industry consolidation.

In addition to his role as Vice President of the BHM MedTech Group, Dr. Keussen acts as the new CEO of medifa GmbH.

"I am delighted to be a member of the medifa team and to contribute my industry related experience and knowledge. I am already very excited about the challenges we will face together. According to my philosophy "To stand

still is to lose ground", success requires continuous change in a highly competitive environment" says Dr. Markus Keussen, CEO medifa GmbH.

Company:

About medifa GmbH:

medifa, as a leading international manufacturer of medical devices, offers innovative solutions and products for operating rooms, mobile hybrid surgical systems and other areas in hospitals or ambulatory surgical centers. The vast product portfolio includes mobile operating tables and surgical accessories, mobile carbon operating tables, operating lights (medifa H!Light) as well as examination and treatment chairs for gynecology, urology and proctology. Development, design and production take place in Germany. With a large share of value added in the group of companies, medifa guarantees its customers fast response times and high quality "Made in Germany" in accordance with certified national and international quality standards. medifa is consistently oriented towards the requirements of its customers. In line with the slogan "we care", customers from all over the world can rely on top-class consultation, processing and quality from a single source.