

## NEW VICE PRESIDENT FOR GLOBAL MARKETING

**Mariuccia Zambelli is now at the helm of worldwide marketing at the Erbe Elektromedizin GmbH.**

Tübingen, January 29th, 2021 – as of January 1st, 2021, Mariuccia Zambelli is in charge of marketing activities for products and services of the Erbe Group as Global Vice President Marketing.



She brings over 15 years of marketing and leadership experience in medical technology enterprises with her, 10 of which were devoted to heading International Marketing and Business Development in Europe, Middle East and Africa and communication around the world for a global player in the

field of endoscopy. Her goal is to provide strongly customer-oriented marketing to offer customers clinically relevant solutions, ensuring added value for better patient outcomes.

“Bringing various cultures together in an international group to achieve added value for our customers and patients was always a driving objective that contributed to the success of the company and an enriching experience from a personal perspective,” Mariuccia Zambelli explains. “I am honored and excited to join the Erbe group and contribute my experience to a very successful company which is continuously developing in various areas of business.”

“We have eagerly anticipated the debut of Mariuccia Zambelli in our enterprise,” Marcus Felstead, a member of Erbe Management, declares. “She is taking responsibility for a very important area of our business, one which she will advance through her competences and long years of experience.”



As an owner-managed family enterprise the Erbe Elektromedizin-GmbH develops, manufactures and distributes surgical instruments and devices and offers services for professional applications in a large range of medical disciplines.