Establishment Labs Announces Senior Executive Hires to its Global Sales Team

Establishment Labs, a global medical device company focused on breast implant technologies with a strong emphasis on product development and innovation, announced two additional hires to its senior executive sales team today. The enhanced international sales team and structure shall become effective on April 1st of this year.

New York, NY (PRWEB) March 17, 2016 -- Establishment Labs, a global medical device company focused on breast implant technologies with a strong emphasis on product development and innovation, announced two additional hires to its senior executive sales team today. The enhanced international sales team and structure shall become effective on April 1st of this year.

Juan José Chacón Quirós, CEO of Establishment Labs, commented, “We continue to expand our very experienced team of executives, skilled at managing and growing a global sales structure while continuing to drive innovation, both of which are prerequisites for future success. Combined with our industry transforming Motiva breast implants, this global team will play a key role in solidifying our position as the market leader in breast implant technologies and continue our rapid year over year growth in every market.

“Already known as an innovation leader, Motiva is quickly becoming the prominent brand sold in markets across Europe, Asia, and the Americas,” Juan José Chacón Quirós continued, “We expect both our current product portfolio and continued innovation to attract plastic surgeons worldwide who are committed to best practices.”

This global sales structure will be divided into three regions. Each region will have full responsibility for launching, in collaboration with strategic partners, Motiva's third and fourth generation breast implant families, both in new markets and through the existing distribution network. Each region will be led by a Vice President of Sales reporting directly to the Chief Executive Officer.

Based on his successful experience in opening new markets, Mr. Olivier Tourniaire will now serve as Vice President of Sales for Asia Pacific, Middle East and Africa. These markets are of particular importance to the growth of Motiva given the brand's potential in this region to serve patients better than any other products on the market. Mr. Tourniaire, who has been with Establishment Labs since 2011, has been instrumental in positioning Motiva as the fastest growing brand in the European market. Mr. Tourniaire has over 20 years of sales experience in the breast implant market and was one of the founders of Laboratoires Eurosilicone. During his tenure as Export Manager, he grew that brand to the third position in sales worldwide. Mr. Tourniaire is based in Dubai, UAE.

Erik Vogelenzang will become Vice President of Sales for Europe. Mr. Vogelenzang will lead the continuing development of Motiva in Europe with special focus on the creation of Centers of Excellence and direct-to-patient targeted initiatives that will be instrumental for growth in that region. Mr. Vogelenzang is an accomplished executive with over 25 years of experience in building brands across the surgical aesthetics industry. Mr. Vogelenzang spent 12 years at INAMED (purchased by Allergan), the majority of which were leading the international expansion of breast, facial and obesity products. Most recently, he was one of the co-founders of Global Consolidated Aesthetics (GCA). Mr. Vogelenzang is based in Dusseldorf, Germany.

Eddie de Oliveira is joining the company as Vice President of Sales for Latin America. Mr. de Oliveira will be in charge of launching the new generations of Motiva implants in this region. Further, he will act as President of Motiva Brasil, a subsidiary recently created by Establishment Labs to launch Motiva in the world's second largest market for breast implants. Until recently, Mr. de Oliveira was the Executive Country Director in Brazil for GCA, where he led their subsidiary to a leadership position in the Brazilian market. Prior to that, Mr. de Oliveira was involved in the setup of the GCA subsidiaries in France and Spain and served as Manager for International Marketing for Eurosilicone and Nagor. Mr. de Oliveira is based in Sao Paulo, Brazil.

About Establishment Labs:

Establishment Labs is a global, privately held, breast implant and medical technology company that designs, develops, manufactures and markets an innovative product portfolio consisting of advanced silicone-filled breast and body shaping implants (http://www.motivaimplants.com). Utilizing only the highest quality of medical grade silicones, the CE-marked Motiva Implant Matrix® line is rigorously scrutinized by professional Quality Engineers throughout the entire manufacturing process. All of its products are manufactured in full compliance with ISO and EU requirements, and are certified under the Medical Device Directive 93/42/EEC.

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