

FOR IMMEDIATE RELEASE

Cam Conklin Promoted to Global Sales and Marketing for Innovatus Imaging

Pittsburgh, PA, October 25, 2018 – With a strong track record of proven leadership in customer experience development and sales, Cam Conklin was recently promoted to Vice President of Global Sales and Marketing for Innovatus Imaging. In this role, Cam will oversee the development of rewarding customer experiences, sales and marketing programs for all of Innovatus Imaging's service and product offerings. These include ultrasound probe and transducer repair, MRI coil repair, and radiography equipment systems and field service.

Cam has served in leadership roles for the past 15 years at Bayer Healthcare and MEDRAD, developing and leading programs that drive reciprocal value for clients and brands. His vision and programs have resulted in significant revenue and profitability gains for suppliers and customers whom he has served.

"We are grateful to recognize Cam for the substantial contribution he has made to Bayer Healthcare, and now Innovatus Imaging, in terms of added values for our clients, and added profitability for our programs," said CEO Dennis Wulf. "In just a short period of time, he has helped many of our clients achieve savings and efficiencies they've not experienced before and we look forward to the contributions he and his team will continue to make for all parties associated with Innovatus Imaging."

Prior experience includes global sales and customer service positions at Bayer Healthcare, MEDRAD, and Healthpoint. More information about Cam can be found on LinkedIn at <https://www.linkedin.com/in/cam-conklin-89a0122/>

Innovatus Imaging was formed in 2017 as a result of the merger of three leading imaging device companies, Bayer Multi Vendor Service, Wetsco, and MD MedTech. Headquartered in Pittsburgh, PA, the brand operates Centers of Excellence focusing on increasing efficiencies, reliability and durability of imaging device repairs for ultrasound probe and MRI coils. Additionally, Innovatus Imaging offers software and hardware products for radiography to support CR, DR and dry film printer needs. Centers of Excellence are located in Pittsburgh, PA (MRI & Radiography), Tulsa, OK (Ultrasound), and Denver, CO (Engineering, Manufacturing and Quality Compliance). Innovatus' Center for Engineering, Testing, Regulatory Compliance and Manufacturing is FDA registered and all quality systems across all operations are ISO 13485:2016 certified.

For more information, visit www.innovatusimaging.com or call 844-687-5100.

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