



**Esaote announced today the appointment of Jayesh Odedra as Country Manager for UK and Ireland. Jayesh brings over 28 years of sales and service experience in the medical imaging industry, with a comprehensive understanding of Ultrasound and MRI. “Jayesh’s extensive experience makes him a key addition to the Esaote team” said Claudio Buffagni, Western Europe Director, Esaote SpA.**

**Esaote recently introduced a new high-end ultrasound system, the MyLab™ 9 eXP into the market, with advanced applications, easy workflow and industry standard ergonomics at a value price point. “The Healthcare environment is undergoing significant transformation with greater demands for imaging, increasing efficiency and providing economic solutions” states Jayesh “Esaote has developed a broad product portfolio which addresses these healthcare challenges, and I am looking forward to introducing our solutions to the local Healthcare market.”**

**Since its founding, Esaote has greatly invested in R&D activities (about 8% of its consolidated sales) to develop technologically advanced products and solutions, in response to the requirements of doctors and users.**

**“Our great effort to improve our competitiveness, our productivity and the quality of our products and services” says Karl-Heinz Lumpi, CEO at Esaote “is made possible also thanks to a united, determined and capable team, focused on customer’s needs. Customers are our priority and skills and experience of the Esaote’s team enables us to fully support our customers in their choices and in their daily work”.**



**Left – Right**

**Karl-Heinz Lumpi, Chief Executive Officer, Esaote  
Claudio Buffagni, Western Europe Region Director, Esaote  
Jayesh Odedra, Country Manager UK&I**