

Surgical Innovations Group plc, the designer and manufacturer of creative solutions for minimally invasive surgery ('MIS'), announces the appointment of Rick Barnett as President of US Sales and Operations with immediate effect.

Rick joins the Company from Integrated Medical Systems Inc where he worked in the Management and Consulting Division. He managed a division that provided on-site clinical support for minimally invasive procedures. Rick previously served as the US Senior Director for Intuitive Surgical and between 1998 – 2008 as National Director for Endoscopic Sales within the Stryker Corporation.

An important focus for SI's strategy moving forward is to drive the SI Branded products through investment in Sales and Marketing especially in the US where it is ideally placed to leverage its growing position in this market. Rick will have responsibility for managing the various US sales channels SI have previously established and will aim to grow the US business utilising his vast experience in the endoscopic sector. The US remains SI's largest market opportunity, with 28% of overall revenues generated from the US in 2012.

Graham Bowland, Chief Executive Officer for Surgical Innovations, said: "Rick Barnett is an outstanding appointment for SI as we continue to develop our presence in the US market. He brings with him extensive knowledge of the endoscopic industry and a proven track record in developing new business and sales opportunities that will enable him to accelerate the growth of the SI business in the United States."