

Cetas Healthcare names Gopal Sundaramoorthy President of North America business

Former Philips/GE Executive will spearhead the expansion into Americas

Albany, NY and Singapore: October 15, 2014 – Cetas Healthcare, a specialist medical technology marketing consulting and research agency, has announced the expansion of its businesses in the US with opening of North American office at Albany, NY. It also named Gopal Sundaramoorthy as its President for North American operations.

Mr. Gopal Sundaramoorthy, who had previously been the Vice President of Global Product Marketing at Philips Healthcare, will be in charge of managing and increasing Cetas Healthcare's footprint in the North America. Cetas Healthcare, which has been serving the regional and local medical technology companies in emerging countries out of Singapore, India and China offices, will now offer local contact and service to the global headquarters of its main clients in the USA.

"Our direct presence and local contact in the USA will further strengthen our ability to meet the requirements of our key clients in medical technology industry," noted Sumit Mehta, Managing Director of Cetas Healthcare. "Gopal's extensive experience of 23 years in medical equipment industry spanning across USA, China, India, Singapore and Malaysia, his P&L and functional marketing management skills, and deep technology expertise will add significant value to Cetas Healthcare's consulting offerings."

Before joining Cetas Healthcare, Gopal Sundaramoorthy was the Global Chief Marketing Officer for the \$2B Advance Diagnostic Imaging (CT, MRI and NM) business of Philips. He also served as the VP & GM for MRI business in emerging markets while based in China, and was the Head of Emerging Market Product Strategy & Marketing for CT, MRI and X-ray business of Philips. Prior to that, Gopal spent 15 years at GE Healthcare in various executive positions, including GM of GE's value segment business.

Gopal Sundaramoorthy is the Founder & CEO of Grow Beyond, LLC, a marketing and strategy consulting firm, which he will continue to lead.

"Increasing access and quality of healthcare is something I care deeply about," said Gopal Sundaramoorthy, "With so many leading medical device companies in the US, I am extremely excited to be part of this expansion of Cetas Healthcare in North America."

Gopal has an MBA from Duke University and MS in Electrical Engineering from Rochester Institute of Technology.