16.04.2025
Category: Company

# Rodenstock extends its Executive Management Team with new sales management positions

The Rodenstock Group, a global leader in eye health innovation and manufacturer of biometric, ophthalmic lenses, has announced that Laurent Saada will join the Rodenstock leader team as Executive Vice President Sales Europe and Søren Østergaard as Executive Vice President Sales International.

**Munich, April 16th, 2025** –The Rodenstock Group ("Rodenstock"), a leading global manufacturer of high-quality biometric ophthalmic lenses, has announced that Laurent Saada will join the Rodenstock leader team as Executive Vice President (EVP) Sales Europe and Søren Østergaard as Executive Vice President (EVP) Sales International. Alongside Marcus Desimoni (CEO &CFO ad interim), Roland Dimbath (COO), Dr. Dietmar Uttenweiler (EVP Innovation) and Catherine Stahl (EVP Marketing &Strategy), they complement the Executive Management Team of the Rodenstock Group and strengthen the clear market focus of the sales division.
Laurent Saada has extensive leadership experience in global sales and business strategy in the medical device industry. In a career spanning more than two decades, Mr. Saada has held leadership positions at companies such as Sonova Group, Straumann Group and Johnson &Johnson. As of May, he will assume sales responsibility for all European markets as well as Morocco.
Søren Østergaard has been with Rodenstock for four years. He has more than 35 years of sales experience in international companies in the medical technology sector, including various senior sales positions at Sonova Holding AG, Origio A/S and GN Hearing. Most recently, he was Vice President and Head of International Sales at Rodenstock. As of May, he will assume sales responsibility for all markets outside Europe as part of the Executive Management Team.

**Marcus Desimoni, CEO of the Rodenstock Group,** says: "We are pleased to welcome two outstanding industry experts to our Executive Management Team. With their deep expertise and forward-looking mindset, they will, among other things, play a key role in advancing the successful implementation of our B.I.G. VISION™ strategy. With these appointments, we are making our sales division more focused, agile and even more market-oriented in order to meet the growing challenges of the future."

**Laurent Saada, Executive Vice President Sales Europe,** adds: "I am happy to join Rodenstock at a pivotal stage of growth, fueled by innovation, closer customer connections and a high-performance commercial culture. Europe is central to Rodenstock's value-creation strategy, and with B.I.G. EXACT™ Sensitive, we're uniquely positioned to unlock a new standard in truly biometric lenses."

**Søren Østergaard, Executive Vice President Sales International,** adds: "I am very pleased to expand my responsibilities at Rodenstock and to join the Executive Management Team. In light of the dynamic global market developments and opportunities, I look forward to continuing to lead the strong Sales International Team as well as our sales operations in Thailand and Australia, in addition to taking full responsibility for the Latin American markets, with our direct sales operations in Chile, Brazil and Uruguay."

**About Rodenstock**
The Rodenstock Group is one of the world's leading manufacturers of high-quality ophthalmic lenses. With the philosophy "B.I.G. VISION™ FOR ALL", the lens manufacturer stands for a paradigm shift in individual progressive lenses. Founded in 1877 and based in Munich, Germany, the company employs around 5,000 people worldwide and is represented by sales offices and distribution partners in more than 85 countries. Rodenstock

worldwide and is represented by sales offices and distribution partners in more than 85 countries. Rodenstock works with 6 central production sites to ensure global availability.
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