

HOYA Group appoints Rainer Burkard as global president of PENTAX Medical

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PENTAX Medical, a division of HOYA Group, has announced the appointment of Rainer Burkard to the position of Global President of PENTAX Lifecare Division (PENTAX Medical) as of April 1st, 2022.

"HOYA Group is pleased to have Mr. Rainer Burkard lead the global division of PENTAX Medical," said Eiichiro Ikeda, Representative Executive Officer and CEO of HOYA Corporation. "Mr. Burkard brings a wealth of knowledge, insight and experience from his various global executive roles within HOYA, especially from our PENTAX Lifecare Division. He has a proven track record of delivering results through developing and implementing strategic and operational changes in a global multicultural environment. We expect his leadership to further advance the PENTAX Medical growth strategy."

Mr. Burkard joined HOYA Lens Deutschland GmbH in 2002 and served as Head of Marketing until 2007. He was then promoted to the HOYA Vision Care global headquarters as General Manager, Business Development. In 2014, he was instrumental in integrating the European operations of SEIKO OPTICAL and led the development of the SEIKO *Xchanger*TM collection which won the prestigious **Silmo d'Or award for excellence in optical innovation**. He joined PENTAX Europe GmbH as Chief Executive Officer (Europe, Middle East and Africa) in August 2015, and expanded his global role as Chief Commercial Officer of the Americas in July 2020.