



Echoserve Hires Vice President of Marketing and Business Development

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GOLDEN, COLORADO – Echoserve, Inc., announces the hiring of John Baird as Vice President of Marketing and Business Development. Mr. Baird joins Echoserve's senior staff and will provide expertise in sales, marketing and clinical business development for the rapidly expanding company. Over a 20+ year career, Mr. Baird has held several senior level sales, marketing and business development positions, most recently as the Regional Marketing Development Director for Inovise. Previously, Mr. Baird was the Director of Global Marketing and Business Development for Abbott Diagnostics, Inc.

"Coming out of the laboratory diagnostics market, John brings a unique perspective to our senior staff," said Christopher Cone, Chief Executive Officer of Echoserve. "I'm anxious to have John apply what has been successful for him in the device industry to our efforts in diagnostic imaging. John rounds out what is now an extremely seasoned management team," added Mr. Cone.

"I am excited to be a part of the largest independent provider of diagnostic imaging and physiological monitoring sales and service. With an ever increasing focus on medical economics, Echoserve will continue to provide value-added services to physicians, imaging centers and hospitals," added Mr. Baird.

ABOUT ECHOSERVE

Echoserve, Inc. is a private company based in Golden, Colorado. The company provides equipment, field service, and part repair/exchange services to hospitals, clinics, service organizations and equipment dealers in the diagnostic imaging and physiological monitoring markets.