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3B Medical Welcomes Katherine Royster as Vice President of Sales and Marketing

WINTER HAVEN, FLORIDA, November 11, 2020 – 3B Medical is pleased to welcome Katherine Royster to the 3B Medical Team in the position of Vice President of Sales and Marketing. In this role Katherine will execute our marketing and sales strategy in the U.S. market and lead our independent sales representatives across the country. Dave MacDougall, the Chief Operating Officer at 3B Medical said, “We are fortunate to have Katherine join the Company’s senior leadership team as we continue to successfully launch new innovative products and expand our footprint into new markets for our three product lines of Sleep, Oxygen and Disinfection. Her experience and skills align well with our focus on continued growth of the Company.”

Katherine joins 3B with over two decades of experience in the Sleep and Respiratory Industry. As a member of the SimplyGo Mini [™] Product Launch Team, Katherine served as the Senior Marketing Manager for Oxygen Therapy at Philips in North America. Working closely with the field sales organization, she was responsible for generating marketing materials, sales training programs, and creating innovative customer programs.

Prior to Philips, Katherine served in progressive roles in Sales, Sales Management, Marketing and Sales Training for various national and regional DME companies, including Apria and Air Products Healthcare. Katherine has managed large inside and outside sales organizations, as well as built Sales Training and Customer Service Training programs from the ground up for both new and existing employees. Katherine has a deep understanding of the unique challenges DME businesses face providing the best possible patient service while remaining profitable.

After work, you are most likely to find Katherine lacing up her shoes to hit the mountain trails of the Desert Southwest or traveling to South Florida to visit with her family. Katherine can be reached at Kroyster@3bproducts.com.

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About 3B Medical:

3B Medical, a member of the Inc 5000 list of fastest growing companies in the U.S., is a leader in the development; manufacturing and distribution of medical products for the treatment of sleep disordered breathing, oxygen therapy and disinfection.