BD Newsroom

BD Names Rian Seger President of BD Surgery

FRANKLIN LAKES, N.J. (Mar 11, 2024) – BD (Becton, Dickinson and Company) (NYSE: BDX), a leading global medical technology company, today announced that Rian Seger has been named president of the BD Surgery business unit, effective April 1.

Seger will be responsible for driving the global strategic, operational and commercial performance of BD Surgery and will report to Rick Byrd, executive vice president and president of the Interventional segment. Seger currently serves as vice president and general manager of the Medication Delivery Solutions (MDS) business unit within the BD Medical Segment. Seger replaces Brooke Story who has made the difficult decision to step away from her role as president to dedicate her focus to an ill family member.

“Rian has more than 20 years of executive experience with proven leadership capabilities that help address unmet needs in health care,” said Byrd. “Re-joining BD Surgery strongly aligns with Rian’s passion for driving better outcomes for surgeons and patients. With his wealth of experience and a proven track record of delivering results and developing teams, he will be well-suited to lead BD Surgery into its next phase of continued growth. We would like to thank Brooke for her leadership at both BD Integrated Diagnostic Solutions and BD Surgery, and we look forward to her return to BD when circumstances allow.”

Seger has been with BD for more than 18 years, joining the company through the Bard acquisition, and he held a variety of roles within BD Surgery before moving to his current role in MDS. He holds a Bachelor of Science in Commerce/Finance from Santa Clara University and an Executive Master of Business Administration from Questrom School of Business at Boston University.

About BD
BD is one of the largest global medical technology companies in the world and is advancing the world of health by improving medical discovery, diagnostics and the delivery of care. The company supports the heroes on the frontlines of health care by developing innovative technology, services and solutions that help advance both clinical therapy for patients and clinical process for health care providers. BD and its more than 70,000 employees have a passion and commitment to help enhance the safety and efficiency of clinicians' care delivery process, enable laboratory scientists to accurately detect disease and advance researchers' capabilities to develop the next generation of diagnostics and therapeutics. BD has a presence in virtually every country and partners with organizations around the world to address some of the most challenging global health issues. By working in close collaboration with customers, BD can help enhance outcomes, lower costs, increase efficiencies, improve safety and expand access to health care. For more information on BD, please visit bd.com or connect with us on LinkedIn at www.linkedin.com/company/bd1/, X (formerly Twitter) @BDandCo or Instagram @becton_dickinson.

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