BD Newsroom

Rima Alameddine Named President of BD Peripheral Intervention

FRANKLIN LAKES, N.J. (May 13, 2024) – BD (Becton, Dickinson and Company) (NYSE: BDX), a leading global medical technology company, today announced that Rima Alameddine has been named worldwide president of the BD Peripheral Intervention business unit, effective today.

In this role, Alameddine will be responsible for driving the global strategic, operational, quality and commercial excellence of the Peripheral Intervention business unit. She will report to Rick Byrd, Executive Vice President & President of the BD Interventional Segment.

“With more than 25 years of health care industry experience, Rima is a passionate leader with a track record of strong execution,” Byrd said. “The combination of Rima’s leadership and a vibrant pipeline of innovations put BD Peripheral Intervention in a strong position to accelerate growth for the business and serve patients across a variety of peripheral vascular and oncology applications.”

Alameddine joins BD Peripheral Intervention from BD Urology and Critical Care, where she has served as worldwide president since October 2021. She joined BD in 2015 as the vice president and general manager for C. R. Bard in Latin America, and in 2019, she was appointed vice president and general manager for the Oncology platform within BD Peripheral Intervention, where she focused on global expansion, driving new product development and building a robust funnel of tuck-in acquisition opportunities. Prior to BD, Alameddine spent 11 years at GE Healthcare in various leadership positions, including chief marketing officer for Latin America.

Alameddine earned her Doctorate in Pharmacy and Biochemistry from the University of Sao Paulo and an extended degree in Marketing from ESPM (Superior School of Propaganda and Marketing) in Brazil.

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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