



Bodycad Names Lance Perry VP of Sales and Marketing

The Pursuit of Orthopaedic Perfection

QUEBEC CITY, QUEBEC, CANADA , January 30, 2017 /EINPresswire.com/ -- Bodycad has named orthopaedic executive, Lance Perry as its Vice President of Sales and Marketing. Mr. Perry has been a senior executive in the orthopaedic industry and has been a pioneer and an expert in the personalization of [orthopaedics](#).

“Lance has 25 years of experience in the orthopaedic industry, long involvement in R&D and marketing, strong surgeon relationships, and expertise in personalized orthopaedic design,” says Jean Robichaud, founder and CEO of Bodycad. “Now, as a member of the Bodycad team, he will provide valuable insight and guidance on achieving our goal of personalizing orthopaedics.”

“I am excited to join the Bodycad team,” says Mr. Perry. “[Personalized orthopaedics](#) is a passion for me and I am excited to work with a company that has the same vision and the capabilities to make it a reality.”

Throughout his career, he has had an ever-increasing conviction for patient specific orthopedics serving as the senior leader for many of Biomet’ and Zimmer-Biomets previous Patient Matched and Patient Specific Implant and Instrument initiatives. He joins Bodycad with a mission to make Personalized Orthopedics the unquestioned standard of care for today’s orthopedic patients.

About Bodycad

Bodycad is a Quebec City-based developer and manufacturer of personalized orthopaedics. Its [personalized restorations](#) offer patients a high level of conformity to their unique anatomy, with the potential for greater comfort, fit and durability that make the pursuit of orthopaedic perfection possible. Learn more at www.bodycad.com.

Andrew McLeod
Bodycad
(418) 527.1388
email us here

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