

Energist Group Announces Ron Borsheim as Vice President of US Sales

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Energist Group designs, manufactures and markets a variety of light-based aesthetic devices, serving the medical, spa and beauty market segments in Europe and now the U.S.

Energist Group, a leading global aesthetic device manufacturer of light and laser based technologies, today announced the appointment of Ron Borsheim as Vice President of US Sales. Mr. Borsheim will be responsible for setting up sales distribution, driving overall sales and increasing company branding and product visibility with key opinion leaders in the US market.

“Over his nearly 16 years in the aesthetic industry, Ron has demonstrated great success in developing sales organizations, launching new technologies and developing sales and marketing strategies that have helped grow the bottom line,” said Jonathan Prutton, Energist Group’s CEO. “With Ron’s technical background, strong experience and knowledge of the US market, he is well suited to lead our efforts and continue to grow our brand and business in the US”, added John Lenihan, Energist Group’s global VP of Sales.

Before joining Energist, Mr. Borsheim worked as Director of Business Development at Osyris Medical, where he was instrumental in re-structuring the sales organization and increasing the company’s brand and product awareness. Ron also served as the chief strategist and principle driver for the introduction of laser lipolysis market devices at both Osyris and Cynosure.

“I am honored to be joining the senior management team at Energist Group, I see a bright future and am excited about the direction of the organization,” stated Mr. Borsheim. “I also feel that Energist’s push into North America serves as another important step towards better positioning ourselves as one of the market leaders in the aesthetic industry.”