

## Olympus Appoints Natasja Romijn as New President for the EMEA Region

**HAMBURG, April 9, 2026** – Olympus Europa today announced the appointment of Natasja Romijn as its new Regional President for Europe, the Middle East and Africa (EMEA). Romijn previously held the position of Managing Director Marketing, Sales & Service EMEA since joining Olympus in August of 2024. Her appointment to Regional President marks an important step in Olympus' ongoing transformation, as outlined in the company's recently announced [corporate strategy](#).

With more than 23 years of experience in the MedTech industry, including leadership positions at Abbott and Integra LifeSciences, Natasja Romijn brings extensive expertise in driving sales performance and commercial innovation. As Olympus' organization continues to globally advance its business division-led operating model, Romijn will work closely with CEO Bob White and play a central role in reshaping the EMEA business to accelerate growth, strengthen customer proximity and advance patient safety. She is well-versed in navigating complex markets and has a strong track record of positioning teams and businesses for success in challenging competitive environments.



*"I am honored to take on the role of Regional President for EMEA at such a pivotal moment for Olympus. Our strategy provides a clear direction: drive innovation and simplify operations to deliver maximum value for our customers and, ultimately, to improve patient outcomes,"* said Romijn. *"I look forward to partnering with Bob White and our fantastic EMEA teams as we shape the future of Olympus and realize the full potential of our region."*

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### About Olympus

At Olympus, we are committed to Our Purpose of making people's lives healthier, safer and more fulfilling. As a global medical technology company, we partner with healthcare professionals to provide innovative solutions and services for early detection, diagnosis and minimally invasive treatment, aiming to improve patient outcomes by elevating the standard of care in targeted disease states.

For more than 100 years, Olympus has pursued a goal of contributing to society by producing products designed with the purpose of delivering optimal outcomes for its customers around the world.

Olympus Europa, headquartered in Hamburg, Germany, serves the EMEA (Europe, Middle East, Africa) Region and employs 7,600 people in 29 countries. For more information, visit [www.olympus-europa.com](http://www.olympus-europa.com) and follow the [Olympus LinkedIn account](#).

**For questions or additional information, please contact:**

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