

**For Immediate Release:**  
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**Top Medical Imaging Company Welcomes Top Sales & Marketing Leader**  
*Anita Shrader is Guerbet's new Interventional Imaging Director of Sales and Marketing*

(Princeton, NJ) — Pharmaceutical sales and marketing veteran, Anita Shrader, has been tapped as the newest member of Guerbet's Interventional Imaging team. Anita began her career with Guerbet on February 15, 2021 and serves as the company's Interventional Imaging Director of Sales and Marketing for North America. Anita will be responsible for brand communications and sales initiatives across all Interventional Imaging teams for North American customers, while working closely with her global counterparts.

"Anita comes to us with remarkable experience leading pharmaceutical sales strategies and an impressive track record of generating revenue growth," said Tom McLaughlin, Guerbet's Vice President of North America. "I'm delighted to welcome her to our team, and I look forward to seeing her lead Guerbet's Interventional Imaging sales group as well as its marketing efforts."

Anita brings over 18 years of experience to this role and has been recognized for her ability to lead and develop sales teams, build relationships with new and existing clients, and implement business strategies to expand market share.

"Guerbet is a global leader in medical imaging and I'm thrilled to use my experience and expertise to help further inform the interventional medical community about our innovative image-guided solutions which help physicians advance their patients' treatments and outcomes," Anita noted.

Prior to this position, Anita led both clinical and sales teams at Jubilant RadioPharma. She's previously also held management roles at GE Healthcare and started her pharmaceutical career with Johnson & Johnson. A graduate of La Roche University in Pittsburgh, Anita earned a bachelor's degree in natural sciences and chemistry after beginning her study in pharmacy at the Community College of Allegheny County.

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**About Guerbet**

Guerbet is a leader in medical imaging worldwide, offering a comprehensive range of pharmaceutical products, medical devices, and digital and AI solutions for diagnostic and interventional imaging to improve patient diagnosis and treatment. Our Interventional Imaging team aims to provide interventional radiologists with innovative image-guided and minimally invasive solutions that help advance the treatment of patients.

A pioneer in contrast media for more than 90 years, with more than 2,600 employees worldwide, Guerbet continuously innovates and devotes 9% of its sales to research and development in four centers in France, Israel, and the United States. Guerbet (GBT) is listed on Euronext Paris (segment B – mid caps) and generated €712 million in revenue in 2020. For more information about Guerbet, please visit [www.guerbet.com](http://www.guerbet.com).