

RODRIGO LUIZ HANNA

Vice President / General Manager BD Biosciences Europe & EMA

Rodrigo Luiz Hanna started his career in the medical devices industry in 1995. He joins BD in 1998 and develops his career in a number of different marketing & sales roles in Brazil and Latin America. Rodrigo was appointed as Country General Manager for the company in Brazil in 2009 when he led the over 1500 associates organization through a period of accelerated growth and organizational development. In 2013 he moved with his family to Oxford/UK to lead the BD Preanalytical Systems business for Europe. Since October 2016 Rodrigo is leading the BD Biosciences business for Europe and EMA based in Switzerland.

Rodrigo is graduated in business administration, has a post-graduation in Marketing (ESPM, São Paulo) and an Executive MBA (Business School São Paulo / Rotman School of Management – University of Toronto). He is also a member of the Young President's Organization (YPO).