

## Seasoned Leader Appointed to Guide Merit's Cianna Medical Franchise



**William Irby**

*Franchise VP of  
Cianna Medical,  
powered by Merit  
Medical*

As the U.S. moves towards a wire-free standard of care and SAVI SCOUT<sup>®</sup> continues to transform breast cancer treatment, Will Irby has been named the Franchise Vice President for Cianna Medical powered by Merit Medical. He will lead the

sales and marketing organization and be responsible for developing and executing strategies to build upon SCOUT market leadership.

For the past two and a half years, Will has served as Regional Director of Sales for the Midwest, bringing tremendous passion and drive to the team.

Will has a track record of success in the commercialization of groundbreaking technologies. A 28 year veteran in medical devices, he has spent over 12 years in various new technology

companies focused on innovative treatments for breast disease. Over his career, he has built strong relationships with both Breast Surgeons and Radiologists. He looks forward to continuing Cianna's strong legacy of outstanding clinical support and professional education.

Will has demonstrated his commitment to ensuring our customers' success and will continue leading the team in providing an unparalleled experience for all clinicians and facilities seeking to achieve a wire-free standard of care with SCOUT Radar Localization.

To introduce yourself to Will and share your comments on how your experience with wire-free localization has been, send him an email: [wirby@merit.com](mailto:wirby@merit.com).



# Look for our New Booth at these Upcoming Events!



**Miami Breast Cancer Conference**  
March 7-10 [Register Now](#)



**National Consortium of Breast Cancer**  
March 15-20 [Register Now](#)



**Surgical Society of Oncology**  
March 27-30 [Register Now](#)



**Society of Breast Imaging**  
April 4-7 [Register Now](#)



**American Society of Breast Surgeons**  
May 1-5 [Register Now](#)



**American Brachytherapy Society**  
June 13-15 [Register Now](#)



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