



For Immediate Release

**SUNRISE MEDICAL appoints industry icon Jim Black as the RGK's Business Development Manager, North America**

FRESNO, Calif., January 17, 2022 – Sunrise Medical, a world leader in advanced assistive mobility solutions, is pleased to announce the appointment of Jim Black as RGK's Business Development Manager for North America.

Jim has over 30 years of Sales, Product Management and Marketing experience in Complex Rehab Technology specifically focused on made-to-measure manual mobility. A three-time Paralympic athlete, Jim truly understands the benefits of a made-to-measure product and the impact it has on anyone that uses a chair as their primary means of mobility. Jim will be responsible for managing the sales of RGK in the North American territory for Sunrise Medical. He will be highly involved with the strategic and tactical development of specific product programs and oversee the ordering of every RGK chair.

"Our family of products will experience more change in the coming year than it has in the previous decade. As we enter this era of truly outside-the-box thinking, we know past victories don't guarantee future success. That is why we do what we do and how well we do it matters, now more than ever. Bringing innovative solutions to the market and to the people who use our products is part of Sunrise's and Jim's DNA. By helping riders get the best out of their made-to-measure mobility and continuing to develop exciting new products that exceed our customers' expectations, Jim will be a great addition to the Sunrise Medical family!" said Larry Jackson, President of Sunrise Medical Americas.

"As a chair rider, Paralympic athlete, and industry veteran Jim has a very rare skill set that makes him the perfect person for this role. He understands first-hand how a better fit allows a rider to get the most out of a made-to-measure chair. He can visualize that next evolution of made-to-measure technology and work with the team to develop that innovation. He has proven his ability to do just that time and time again within our industry. I considered Jim a mentor and am thrilled to be working with him again," said Josh Anderson, VP of Business Development for Sunrise Medical Americas.

"This is a dream job for me, and it is amazing to be back at Sunrise where I started my career. The RGK mission matches my passion within this industry. Living in a chair is a lifestyle and RGK has many of the right answers to meet individual needs for custom ultralightweight manual mobility. I can't wait to help people get in the proper product, as this is critical to support an active lifestyle. I know Sunrise Medical. Larry and Josh's vision is to be THE resource within this customer base. Building a product around the rider is the answer. We are all unique with different needs, and that's why made-to-measure is the key to a successful fit. Nobody in our industry can do this better. That's why bringing RGK products into North America will be such a huge benefit to riders, clinicians, and dealers," said Jim.

Previously, Jim served as the Director of Business Development/Director of Sales for NuMotion. In this role, he was responsible for the NuMotion Gateway Region, creating business organically, directing and managing ATP's and developing and executing education initiatives. Prior to joining NuMotion Jim was Permobil's Manual Product and Marketing Director and before that the Director of Sales Western

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Regional for TiLite Manual Wheelchairs. In these positions, he was instrumental in providing input on the development and launch of all the company's new manual products.

Before joining TiLite, Jim was Manual and Sport Product Manager for Invacare/Top End in charge of design, product planning, research and development and was responsible for the worldwide development of all Manual & Sports chair products. Prior to his position at Invacare, Jim worked at Sunrise Medical for 16 years in a variety of roles from sales to marketing and ultimately as Global Sports Product Manager.

***About Sunrise Medical:*** Committed to improving people's lives, Sunrise Medical is a world leader in the innovation, manufacture and distribution of advanced assistive mobility devices and solutions.

*Distributed in more than 130 countries under its own 17 proprietary brands, the key products include manual and power wheelchairs, e-mobility products, motorized scooters, seating & positioning systems and daily living aids. Operating in 18 countries, Sunrise Medical group is headquartered in Malsch, Germany and employs over 2,200 associates worldwide. For more information, please visit: [www.sunrisemedical.com](http://www.sunrisemedical.com).*

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