

## **Pixee Medical Names Kristoff Goson CEO, Signaling Major Push for U.S. Market Growth**

*June 29th 2026 – Cambridge, MA – Today, Pixee Medical announced the appointment of American healthcare executive Kristoff Goson as new Chief Executive Officer. A former senior executive at Zimmer Biomet, Goson will lead the company's U.S. commercial expansion and global growth strategy as demand increases for more accessible and simplified surgical guidance technologies.*

Kristoff Goson brings 23 years of leadership at Zimmer Biomet, one of the world's largest orthopedic companies, where he served as Global Vice President & General Manager. He led businesses generating more than \$1 billion in annual revenue, scaling multiple orthopedic technology franchises and leading acquisitions including Embody, a sports-medicine innovator, in a deal valued at up to \$275M. His decision to join Pixee Medical reflects his conviction that augmented reality will define the next era of accessible, precision orthopedic surgery.

Pixee Medical provides an alternative to large footprint, costly surgical robots with our compact augmented-reality system that gives orthopedic surgeons real-time guidance for precise implant placement — no robot, means no heavy capital equipment burden, and no implant lock-in. The company is entering a new stage of development: it has supported more than 10,000 procedures in over 20 countries and recently received FDA clearance for Knee+ NexSight, its next-generation AR navigation platform, making advanced surgical precision accessible in any setting, from major hospitals to Ambulatory Surgery Centers (ASCs).

With the launch of Knee+ NexSight and a growing focus on the United States, the world's largest orthopedic market, Pixee Medical is strengthening its leadership team to support this next phase of execution. Goson's appointment reflects Pixee Medical's ambition to scale commercialization, deepen strategic partnerships and broaden access to its technology globally.

Founder Sébastien Henry will continue to focus on what built Pixee's edge — pioneering the next generation of augmented reality and AI for orthopedic surgery — while Kristoff Goson drives global strategy, commercial execution and U.S. expansion.

According to Kristoff Goson, "Enabling technologies have transformed orthopedic surgery, but access remains uneven. Surgeons and healthcare providers need solutions that improve precision without adding complexity, significant cost, long learning curves, or implant lock-in. Pixee's personalized augmented reality platform, powered by connective intelligence, will democratize precision orthopedic surgery across care settings, including Ambulatory Surgery Centers. Because ultimately, the purpose of innovation is not the technology itself, it's patient impact."

"After clinically validating a technology now used in more than 10,000 procedures, the natural next step was to add world-class commercial leadership to scale it across the US, the world's largest orthopedic market. Kristoff lets us do exactly that, while I focus on what I love most —

pioneering the next generation of augmented reality and AI for orthopedic surgeons,” said Sébastien Henry, Founder of Pixee Medical.

## **About Pixee Medical**

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Founded in 2017 in France, Pixee Medical develops augmented reality solutions for implant placement that give orthopedic surgeons cutting-edge, clinically validated tools for precise and efficient surgery. Its technology has already been used in more than 10,000 procedures across over 20 countries, demonstrating its positive impact on orthopedic surgical practice worldwide. With a growing U.S. presence and a global footprint spanning Europe, North America and Asia, Pixee Medical is on a mission to democratize precision orthopedic surgery.

## **Press contact**

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