



Peter is a very well-known figure in the world of medical simulation in Germany and Austria and brings to the MSE Group extensive knowledge and experience from his work with clients setting up successful simulation programs. Creating sales strategies and finding new channels to develop long term partnerships with our customers are his top skills.

When he is not on the road with his simulators, he drives and takes care of his oldtimer.

Peter Flor

Sales Director, DACH

[Click here for full LinkedIn Bio...](#)

Sales Manager – Laerdal Medical Jan 2012 – Jan 2020

Sales Manager – Leica Microsystems July 2005 – Dez 2011

Regional Sales Manager – Rohde&Schwarz Österreich Sept 1999 – June 2005

...