



### **Medical & Dental device industry expert**

**I optimize value creation throughout organizations by boosting the customer's perceived value**

**Looking to manage a +20M€ P&L in an organization providing innovative technologies**

**I intend to support a team grow on its path to success**

**I believe trust accelerates agility and is therefore the main performance enabler**

#### **Digismile SAS ([www.design4me.com](http://www.design4me.com)):**

Start-up offering dental prosthetic Computer Assisted Designs (€ 1.5M, 20 people, created in 2020)

**From 2022: CEO** in charge of the young structure

- € .6 million raised through business angels to finance the development plan
- Development of the sales & marketing plan
- Structuration of all the legal and administrative processes
- Foundation of a strong sound growth culture in the organisation
- Ambitious recruitment plan, structuration of an energizing HR policy

#### **Align Technology (Nasdaq: ALGN):**

Global medical device company, inventor of Invisalign® (Sales: \$3.7 Billion – 21,000+ people)

**From 2017: General Manager France GP** managing the promotion of Clear Aligners & intraoral scanner to GPs

- Recruitment, management of sales force for the GP segment (2 reps in 2016 → 16 in 2021)
- Design of the go-to-market strategy for France (customer recruitment, communication, education program, distribution strategy, Opinion Leaders approach, ...)
- Global assignment: set-up of a new customer-centric organization. France chosen as the test market
- Key stakeholder of an innovative sales & marketing strategy for the iTero intraoral scanner

#### **Septodont French (Privately owned company - [www.septodontcorp.com](http://www.septodontcorp.com)):**

World leader in dental anaesthetics (Sales: \$300 Millions – 1,500 people)

**From 2016: Sales Director EMEA** Supervision of sales outside of subsidiaries. Dealers' management and direct sales in Europe. 5 area managers reporting directly to me (Budget 30 M€)

- Reorganization of the distribution in the Middle East. Recovery of a long standing debt of €1 M€ in Saudi Arabia
- Restructuration of Southern Europe: significant changes in the Italian & Spanish sales organisation. Both countries showed double digit growth

#### **Dentsply-Sirona (Nasdaq: XRAY):**

World leader in dental devices & capital equipment (Sales: \$4.1 Billion – 15,000 people)

**From 2015: Vice-President Sales DENTSPLY Implants** Southern Europe, MEA & India - 65 M€.

- Implementation of an efficient coaching of the sales force through sales management. Has improved both individual sales results and progress of the middle management expertise
- Critical development plan for the Indian market. Number of reps tripled, massive customer education program set up. Sales +52%

**From 2013: Managing Director DENTSPLY Implants France**

- Fusion of DENTSPLY Friadent & Astratech Dental - 75 persons - 29 M€. Absorption of Materialise Dental in 2014
- Successful merger of the two formerly competing sales force. Sales performances maintained (growth ~4.5%). Very limited enforced turnover (sales force turnover rate <5%)
- KOL fruitfully grouped around the new brand. France organised the 1<sup>st</sup> *DENTSPLY Implants congress* only 6 months after the merger

### [AstraTech Dental \(LSE/STO/Nasdaq: AZN\):](#)

Medical device division of AstraZeneca **acquired by Dentsply-Sirona in 2011**

**From 2009: BU manager** 42 persons - 10M€. P&L responsibility, Sales Management, Marketing & Customer Service

- Revitalized sales force through reinforced sales force training
- Remarkable improvement of the customer service: ratings soared from 7/10 to 9/10
- Constant market gain, sales & financial objectives surpassed. Market shares 7,56% in 2009 to 9,81% in 2012. Average yearly sales increase 13%

### [Henry Schein \(Nasdaq: HSIC\):](#)

Global leader in the distribution of health care products to private healthcare practitioners (Sales: \$ 12.6 billion)

**From 2007: Marketing Director** for Henry Schein France (400 people, 115 M€). Responsible for the selection and promotion of the entire portfolio (30,000 SKU) - Team of 45

- Complete facelift of the loyalty program
- Reorganisation of the art creation studio with significant productivity gains. Creation of a web shop team
- Creation of the first vendor's forum: exhibition for the sales representatives
- Growth margin gain of .31% in 18 months

**From 2004: Regional director France.** Implementation of the sales policy of the company by the reps in 5 branches (17 representatives managed for a total team of 32 - Sales 37 M€)

- Strong increase in profitability, systematic reached objectives: 4% above budget
- Prompt and successful creation of a new branch in Toulouse
- Executive MBA at HEC Paris completed in parallel

**From 2001: Marketing manager** capital equipments. Products assortment & vendor's relationships 19M€ portfolio

- Products assortment modification to optimize profit and processes. Growth margin gain of 1.5%
- Conception of a quotation software to enhance professionalism & margins control

### [Compugroup AG \(Xetra: COMPUGROUP MED\):](#)

European leader in medical practices management software (Sales: \$ 1.1 billion)

**From 2000: CEO** of Compudent France, first foreign subsidiary of Compugroup

- Definition of the plan to conquer the French market and establish the local organization
- Acquisition and merger of two local software's to achieve critical mass and pool R&D and marketing forces

### [Carestream Dental \(www.carestreamdental.com\):](#)

World leader in dental radiology

**From 1997: France sales manager.** Responsibility of 17 people - 17 M€

- Establishment of a new price strategy enabling a profitable change in the product mix
- Following the loss of distribution of the leading software, renovation & redesigning of a newly acquired PMS

**From 1993: Managing Director** of two subsidiaries Ardet SRL (Italy) & Ardet France. Based in Paris & Milan

- Creation our own competition by acquiring an Italian competitor and its introduction on the French market
- Construction of a new sales team from scratch for Ardet France, moneymaking after 12 months

**From 1989: Sales Representative** for nine Midwestern States in the United States. Based in Chicago

**Education:** Executive MBA HEC-Paris 2004 (FT #1 Executive Education program) - ISG Paris (Master in Marketing & Finance) 1989

**Languages:** English (fluent) - Italian (fair) - German (notions)

**Interests:** Geopolitics (member of IFRI) - Philosophy (Spinoza, Nietzsche, René Girard, ...)

**Investor** in a variety of dental start-up

**Sports:** Tennis weekly, Single-engine Private Plane Pilot, Stalking hunt