

Hans Geiselhöringer appointed President of Nobel Biocare

Media release

Zurich, Switzerland, January 18, 2016 – As of January 1, Hans Geiselhöringer has taken over as President of Nobel Biocare. The appointment was made to strengthen the organization around its strategic goals.

Since 2011 Hans Geiselhöringer has served as Executive Vice President of Global Research, Products and Development, shaping a highly competitive product and innovation pipeline. Prior to that he was Executive Vice President Global Marketing and Products from 2010–2011 and Head of NobelProcera and Guided Surgery from 2009–2010. Hans joined Nobel Biocare as Head of NobelProcera in 2008 and was appointed a member of the executive committee in 2009.

From 2004 to 2009, Hans acted as a Global Speaker for Nobel Biocare and with this appointment; he becomes the first Nobel Biocare customer and dental expert in the company's history to take the reigns as its highest ranking executive.

In 1998, he founded DentalX GmbH, a leading dental laboratory chain specializing in implantology, anaplastology, functional and esthetic reconstructions and imaging technologies. Hans is a trained Dental Technician and possesses great technical knowledge of the implant and CAD/CAM industries, as well as deep customer understanding and insights, enabling continuity of innovation at Nobel Biocare. As a renowned expert on dental technologies and materials, he has published/co-published various clinical and research articles. He is also a member of numerous international dental associations and a recognized lecturer at dental conventions throughout the world.

Hans Geiselhöringer, President, Nobel Biocare, said: "Our focus on the patient remains steadfast and constant. Everything we do will continue to be patient-centered, clinically relevant and evidence based. To strengthen our leadership in implant-based dentistry we strongly focus on providing integrated digital solutions to improve the customer experience and increase productivity on all levels while ensuring a high level of clinical success and predictability. With our counterparts at KaVo Kerr Group, we have all the pieces in place today and we are grouping our highly skilled global teams together to form the industry's new digital dentistry powerhouse. In summary, we at Nobel Biocare will continue our strong commitment to innovation, providing an ongoing pipeline of superior solutions that helps more customers treat more patients better."

Nobel Biocare is a world leader in the field of innovative implant-based dental restorations. The company's portfolio offers solutions from single tooth to fully edentulous indications with dental implant systems (including key brands NobelActive®, Brånemark System® and NobelReplace®), a comprehensive range of high-precision individualized prosthetics and CAD/CAM systems (NobelProcera®), diagnostics, treatment planning and guided surgery solutions (NobelClinician® and NobelGuide®) and biomaterials (creos™). Nobel Biocare supports its customers through all phases of professional development, offering world-class training and education along with practice support and patient information materials. The company is headquartered in Zurich, Switzerland. Production takes place at six sites located in the United States, Sweden, Japan and Israel. Products and services are available in over 80 countries through subsidiaries and distributors.

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