

## Media Release

### **Straumann: Petra Rumpf joins Executive Management Board as Head of Intradent & Strategic Alliances**

**Basel, 27 March 2015** – Straumann today announced the appointment of Petra Rumpf as Head of Intradent & Strategic Alliances and Member of the Executive Management Board, starting 30 March 2015.

Prior to joining Straumann, Petra Rumpf spent almost seven years at Nobel Biocare, where she was a Member of the Executive Committee with responsibility for corporate development, mergers & acquisitions, the expansion of the company's value brand, AlphaBio Tec, and a portfolio of global and regional businesses in the premium segment. She takes over her new responsibilities from CEO Marco Gadola, who has supervised them directly, ad-interim.

“Straumann's goal is to be the provider of choice in tooth replacement, which means extending our global lead in the premium segment and carving out a leadership position in the fast-growing value segment”, commented Marco Gadola, CEO of the Straumann Group. “Petra's role is a key to achieving this ambition. She has extensive experience of our industry and the value segment in particular. Her expertise in strategy and mergers & acquisitions, together with experience gained in strategy consulting across a range of industries and countries make her a valuable addition to the Straumann team”.

#### **About Petra Rumpf**

Petra Rumpf has a strong executive track record in the dental implant industry and 20 years' experience in growth management, e-commerce, operational turnaround, strategy and M&A. She worked for Nobel Biocare from 2007 to 2014, where she was Member of the Executive Committee responsible for Corporate Development and M&A, global e-commerce, clinical training & education, and the successful development of the distributor business. She also managed the successful initiation of the Foundation for Oral Rehabilitation (FOR), a global foundation that is active in the area of science, education and humanity.

During her last three years with the company, Petra Rumpf was also responsible for AlphaBio Tec – which is active in more than 50 countries, guiding its successful expansion into China and emerging markets.

Before joining Nobel Biocare, she spent 16 years at Capgemini Consulting, where she rose through various managerial roles to become Vice President Strategy & Transformation Consulting. Her work covered a spectrum of countries and industries with a focus on life sciences and high-tech.

Born in 1967, Mrs Rumpf is married and has three children. She is German and holds an MBA and a BA in economics.

### **About Intradent**

Intradent was established in 2014 as a business platform to drive and manage the distribution and internationalization of specific brands for tooth replacement solutions, offering high quality, attractively-priced products, which are very popular in domestic and regional markets. Intradent's goal is to make them available to dental professionals internationally through its own growing network, which currently includes country organizations in Germany, Iberia, Italy, and the USA.

### **About Straumann**

Headquartered in Basel, Switzerland, Straumann (SIX: STMN) is a global leader in implant, restorative and regenerative dentistry. In collaboration with leading clinics, research institutes and universities, Straumann researches, develops and manufactures dental implants, instruments, prosthetics and tissue regeneration products for use in tooth replacement and restoration solutions or to prevent tooth loss. Straumann currently employs approximately 2400 people worldwide and its products and services are available in more than 70 countries through its broad network of distribution subsidiaries and partners.

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**Straumann Holding AG**, Peter Merian-Weg 12, 4002 Basel, Switzerland.

Phone: +41 (0)61 965 11 11 / Fax: +41 (0)61 965 11 01

E-mail: [corporate.communication@straumann.com](mailto:corporate.communication@straumann.com) / [investor.relations@straumann.com](mailto:investor.relations@straumann.com)

Homepage: [www.straumann.com](http://www.straumann.com)

### **Contacts:**

#### **Corporate Communication:**

Mark Hill, +41 (0)61 965 13 21

Thomas Konrad, +41 (0)61 965 15 46

#### **Investor Relations:**

Fabian Hildbrand, +41 (0)61 965 13 27

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