

Media Release

Camila Finzi appointed Head of Straumann's fast-growing orthodontics business and Member of the Executive Management

- *Top leadership skills and experience brought in from Alcon and Novartis*
- *Straumann's orthodontics business now organized into a separate global unit, reflecting its strategic importance and high potential*

Basel, 20 January 2020 – The Straumann Group is pleased to announce the appointment of **Camila Finzi** as Head of its fast-growing orthodontics business and Member of the Executive Management. She joins the Group today and is based at its ClearCorrect headquarters in Round Rock, Texas. In view of the significant potential and strategic importance of esthetic dentistry, the Group has organized orthodontics into a separate dedicated business unit, which incorporates the ClearCorrect, Smyletec and Genova clear-aligner brands as well as the recently acquired Bay Materials thermoplastics business. With ClearCorrect entering new markets, the company is rapidly building up sales, distribution and production infrastructure.

Straumann Group CEO **Guillaume Daniellot** commented, “Camilla’s leadership skills, business acumen, operational experience and commercial expertise in medical devices are precisely the qualities we need in order to develop our orthodontic business and drive further dynamic growth. In addition, her experience of highly successful innovative global corporations will enrich our leadership team”.

Camilla Finzi joins Straumann from Alcon, the largest eye-care device company in the world. In her most recent role, she was responsible for the Latin America and Caribbean Region, where she has a strong track record in product launches and business expansion. From 2004 to 2013 she worked for Alcon’s parent company, Novartis, rising through managerial positions of increasing responsibility in Marketing and Sales to Business-Unit and Regional leadership. Prior to joining Novartis, she spent four years at Pfizer – initially in Finance, and subsequently in senior pharmaceutical product management. The first six years of her career were in Finance at Cargill and Arthur Andersen. Mrs Finzi is Brazilian and holds a bachelors’ degree in economics from the Fundação Armando Álvares Penteado University in São Paulo. She also has an MBA from Fundação Dom Cabral Business School and completed an Executive Education program at Harvard University.

About Straumann

The Straumann Group (SIX: STMN) is a global leader in tooth replacement and orthodontic solutions that restore smiles and confidence. It unites global and international brands that stand for excellence, innovation and quality in replacement, corrective and digital dentistry, including Anthogyr, ClearCorrect, Dental Wings, Neodent, Medentika, Straumann and other fully/partly owned companies and partners. In collaboration with leading clinics, institutes and universities, the Group researches, develops, manufactures and supplies dental implants, instruments, CAD/CAM prosthetics, biomaterials and digital solutions for use in tooth replacement and restoration or to prevent tooth loss.

Headquartered in Basel, Switzerland, the Group currently employs approx. 7600 people worldwide and its products, solutions and services are available in more than 100 countries through a broad network of distribution subsidiaries and partners.

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