



More than creating smiles.
Restoring confidence.

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WE WANT TO BE THE GLOBAL PARTNER OF CHOICE IN TOOTH REPLACEMENT.

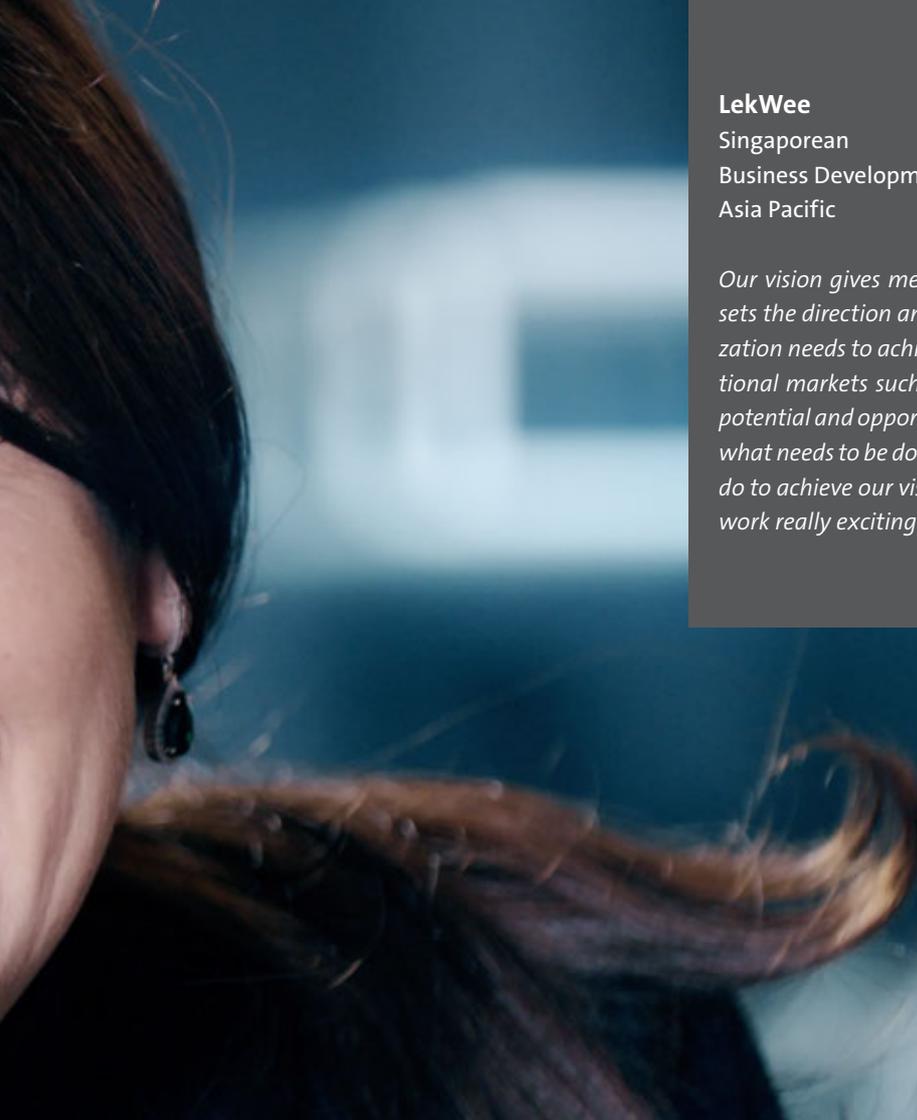
A smile. A universal sign of happiness. Symbol of friendliness and peace, and an expression of trust. The goal of our endeavors and ultimate vision that's been moving our hearts and minds for over 60 years. So obvious when you have it. So difficult to restore should it get lost.



Alex
Ukrainian
Product Marketing

I'd like to make a difference in people's life. And Straumann gives me a chance to do this by touching people's life quite meaningfully, giving people confidence and peace of mind...Our strength is our focus and passion compared to newly formed big guys.





LekWee

Singaporean
Business Development
Asia Pacific

Our vision gives meaning and purpose to what we do. It sets the direction and provides clarity to what the organization needs to achieve. Especially in the growing international markets such as China, where there are enormous potential and opportunities. Our vision keeps us focused on what needs to be done and there is just so much more to be done to achieve our vision in these markets but it makes our work really exciting and it motivates the team.



Over the years, Straumann has enabled millions to smile. A smile that can stand for many things: smart innovation, secure and rewarding jobs, sustainable returns, ethical business, or a responsible corporate citizen. But first and foremost, a restored confidence, peace of mind and a life transformed. We want to be the global partner of choice in tooth replacement. The first place people come to do business, to find genuine solutions, to turn ideas into reality, to learn and master, to succeed and improve lives.



A patient's life transformed.

Instead of covering her mouth, she laughs openly. She can relish food once more and the joy of a crunching bite into an apple. Grief and unemployment are history. Her teeth are back and so is her self-esteem. But one of her biggest joys is that her children are no longer embarrassed to go out with her. This transformation of a life is what inspires and drives us. This is why we love what we do.



Michel

French

Dentist and Medical Affairs



The patient is the origin and goal of everything we do – our research, development, education, marketing, sales, accounting and service. Patients and the end-result should always be at the top of our minds. Whenever I can I share this attitude with anyone joining the company.



Katja

German

Solution Marketing

What I love in my job is watching patients as they look in the mirror to see their new teeth after treatment. I once saw a former edentulous patient receiving teeth in one visit. She burst out in tears as she couldn't believe what she saw – it was a very touching moment for the whole team.

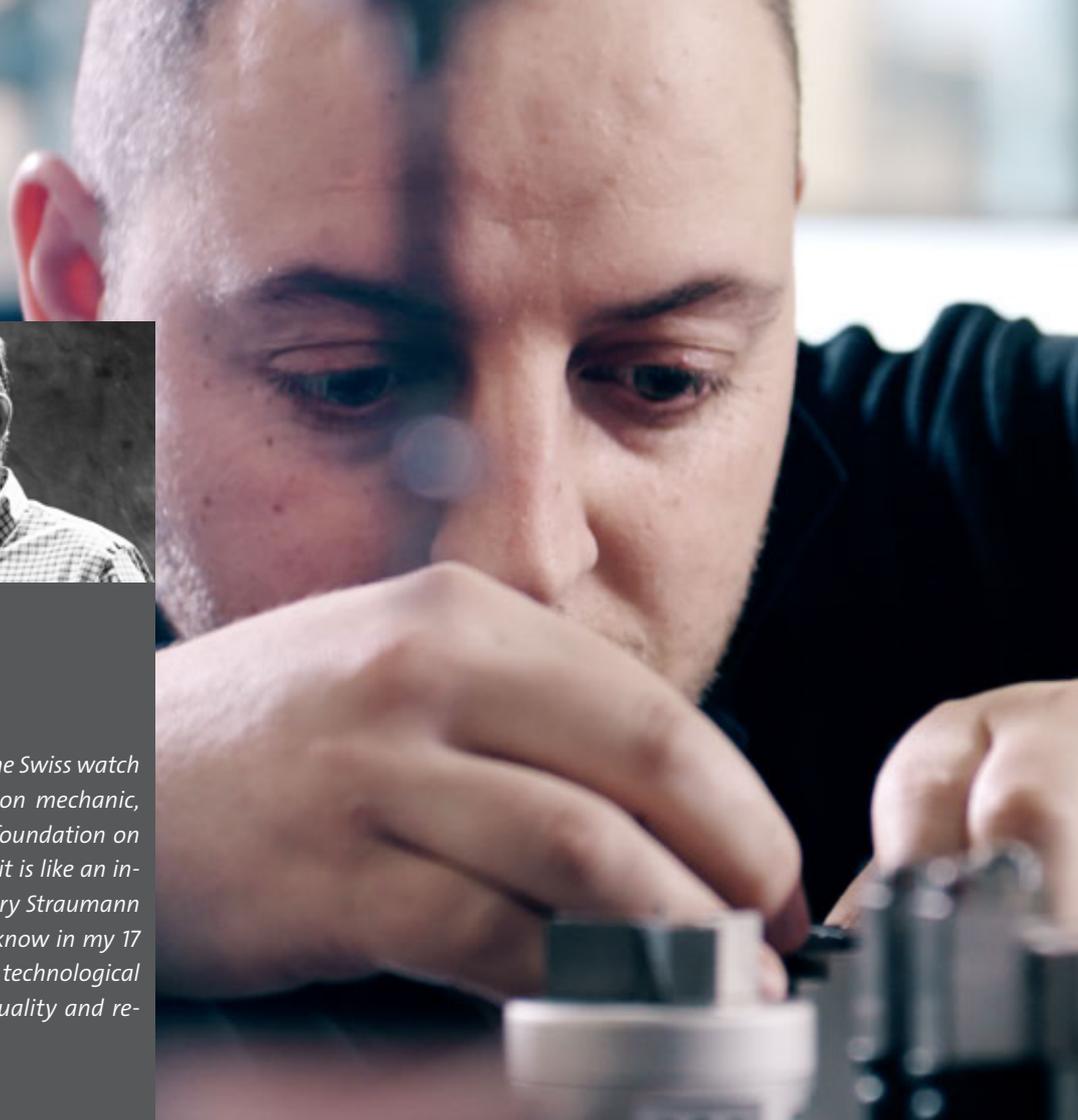


Stephane

Swiss

Process & Technology

My great grandfather and I come from the Swiss watch industry. My grandfather was a precision mechanic, an artist and a musician. Heritage is a foundation on which a sustainable future can be built; it is like an indestructible genotype that is part of every Straumann employee. The heritage I have come to know in my 17 years at Straumann is characterized by technological genius, open-mindedness, passion for quality and results, courage, and vision.





An impressive heritage.

Straumann. Enhancing the wellbeing and quality of life for millions for over 60 years. From a small Swiss company with watch-making roots to a global player of the highest standing. Inquiring, ingenuity, entrepreneurship, strong values and *simply doing more* – the foundations for the most famous dental implant brand.

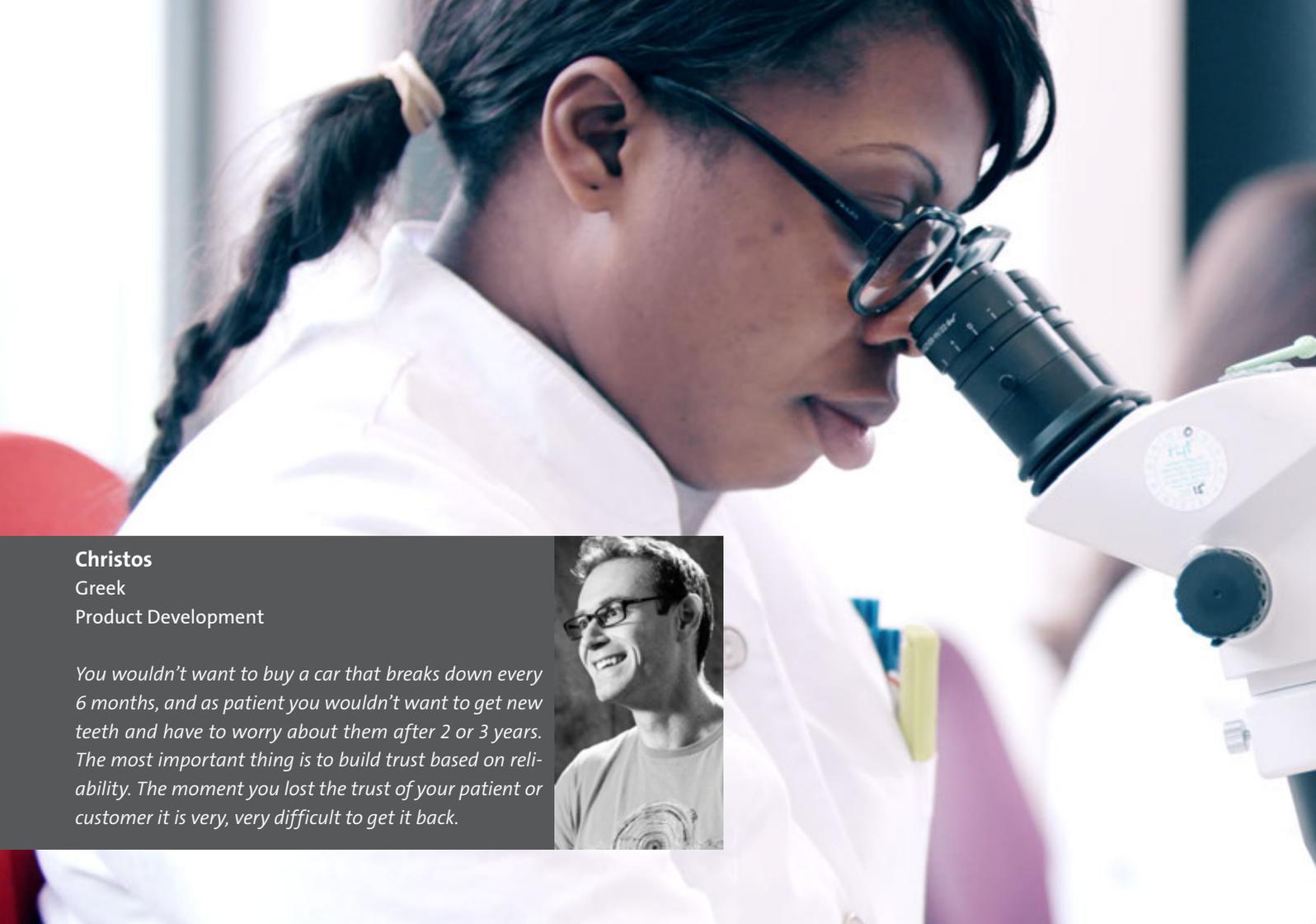
Raffaele

Swiss

Head of Sales Distributors

I have been in international business ever since. The reactions when you tell a dentist that you are from Straumann are always the same. You can immediately feel their respect for the huge heritage built over decades. Every time in such a conversation I feel extremely proud and privileged to work for such a company.





Christos

Greek
Product Development

You wouldn't want to buy a car that breaks down every 6 months, and as patient you wouldn't want to get new teeth and have to worry about them after 2 or 3 years. The most important thing is to build trust based on reliability. The moment you lost the trust of your patient or customer it is very, very difficult to get it back.



Reliability proven by clinical evidence.

We are proud of our Swiss-rooted quality and precision that is trusted worldwide. Every 10 seconds, someone in the world obtains a Straumann product. The foundation for trust is decades of scientific evidence for uncompromising reliability – proven by our partners: The International Team of Implantology, leading clinics, research institutes and universities. Reliability has become the trademark for our products, our solutions and our people.

Yolande

Cameroon

Accounting

If you as a single person are not reliable than it is difficult to make people believe that the products and the services of your whole organization are reliable. And if you have to worry about other people being reliable or not you waste unnecessary time. Reliability builds trust. Trust makes life and any interaction easier.



Understanding high performance.

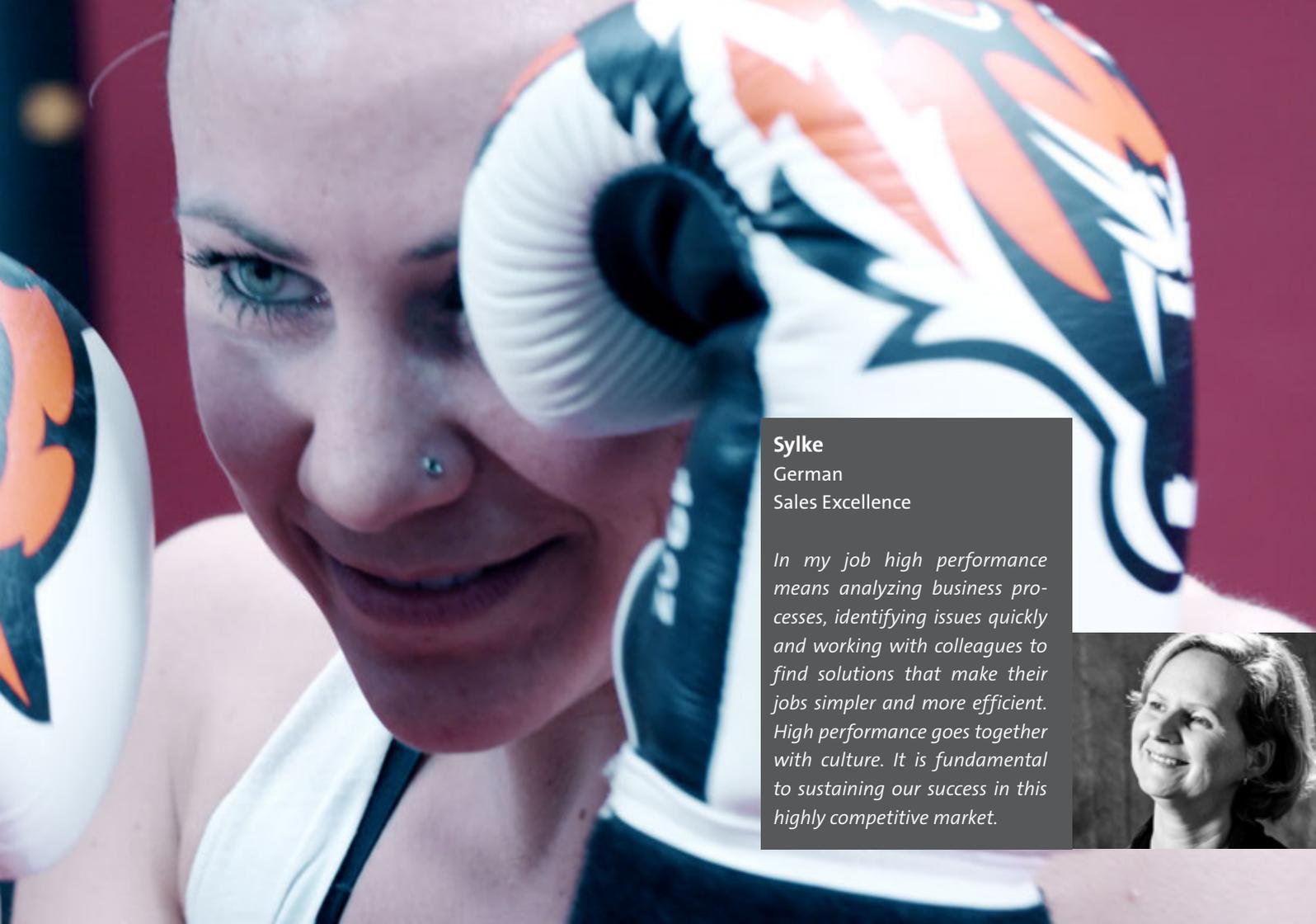
But what next? For us, it's the clear commitment to being a high performance company that enables people to do their best: optimally focusing our efforts and resources, being agile to seize opportunities, constantly challenging what we do in order to advance and innovate, communicating openly and efficiently to share and collaborate. Continually striving to deliver on what we promise.

Benjamin

American
Research

Dentistry is exciting and going very fast. That's the type of atmosphere that I really enjoy. I'm in a particular part of this field where I have to adapt very quickly to these changes and be able to preemptively make choices for my workflow. For example, I was excited to become part of a large team recently where people from all different competences and abilities came together to achieve a result no one believed to be possible.





Sylke
German
Sales Excellence

In my job high performance means analyzing business processes, identifying issues quickly and working with colleagues to find solutions that make their jobs simpler and more efficient. High performance goes together with culture. It is fundamental to sustaining our success in this highly competitive market.





Ruth

German-Indian
Quality

Company culture is the backbone of every organization; it is a system of shared values and convictions; it shapes behavior and determines how you do things in an organization. Culture distinguishes one company from another. It is unique and cannot be replicated – unlike strategy. It drives your decision to stay or move and which company you join.





Culture makes it happen.

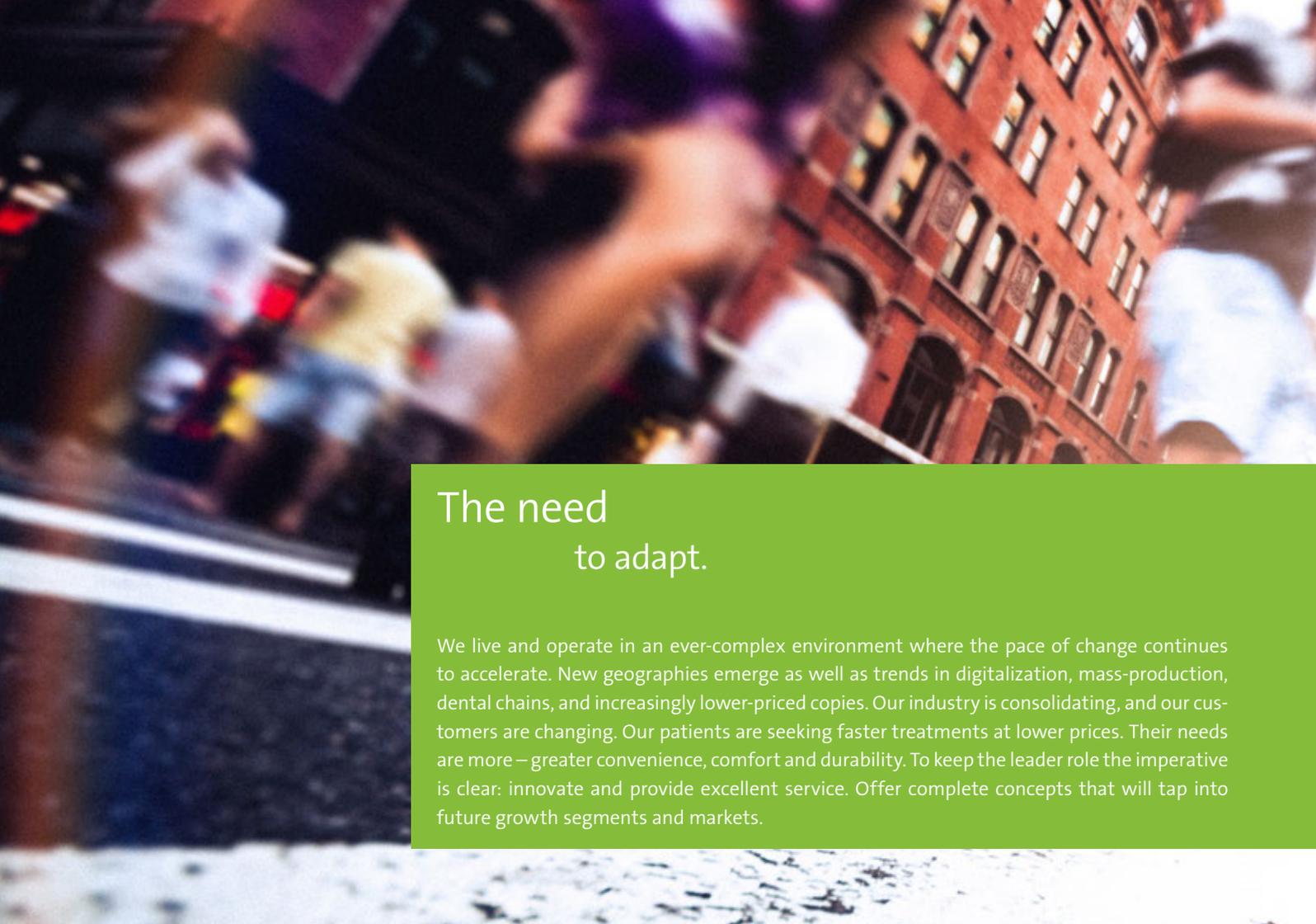
Strategy lays down the soil and the seeds while culture is the energy that makes them grow. Culture is the way to get things done – ideally as a ‘player-learner’. This mindset inspires trust; it is energized and embraces change; it listens, finds things out, shares, collaborates, takes risks, finds solutions and learns by doing. It encourages and celebrates.

This, and more, is part of the fascinating cultural journey that Straumann has recently begun. It is the fundamental groundwork for sustaining our success and building a bright and compelling future.

Monique
French
Product Marketing

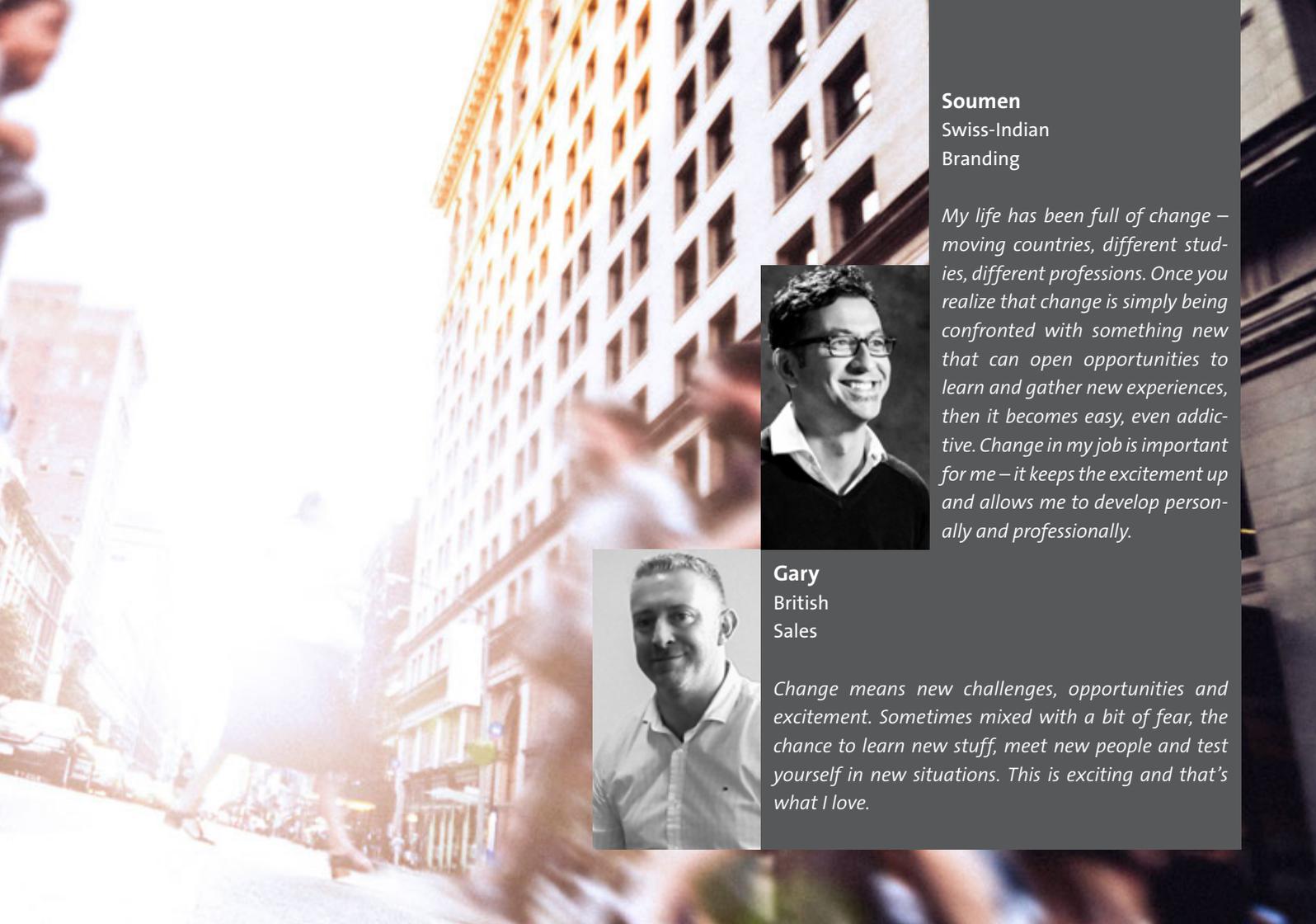
Culture is for me how we work and act together and how we are able to move forward to reach the best possible result even in times when we're under pressure. The moments of truth are the difficult moments.





The need to adapt.

We live and operate in an ever-complex environment where the pace of change continues to accelerate. New geographies emerge as well as trends in digitalization, mass-production, dental chains, and increasingly lower-priced copies. Our industry is consolidating, and our customers are changing. Our patients are seeking faster treatments at lower prices. Their needs are more – greater convenience, comfort and durability. To keep the leader role the imperative is clear: innovate and provide excellent service. Offer complete concepts that will tap into future growth segments and markets.



Soumen
Swiss-Indian
Branding

My life has been full of change – moving countries, different studies, different professions. Once you realize that change is simply being confronted with something new that can open opportunities to learn and gather new experiences, then it becomes easy, even addictive. Change in my job is important for me – it keeps the excitement up and allows me to develop personally and professionally.



Gary
British
Sales

Change means new challenges, opportunities and excitement. Sometimes mixed with a bit of fear, the chance to learn new stuff, meet new people and test yourself in new situations. This is exciting and that's what I love.





Pablo

Argentinian
Marketing Latin America

Agility means being constantly alert for new business opportunities and fast enough to transform them into actions or sales. Agility is all about having a can-do attitude and being in the driving seat to make things happen. In the past two years Straumann has become the agility benchmark. It's great to feel empowered to take decisions and risks. Straumann's agility depends on our personal agility as individuals and as teams. Agility is deeply connected with innovation. Innovation needs agility.



A chance to break away.

Change is often reactive, short-term and therefore not enough. To maintain its thriving business in the long-term, our organization needs to be agile. We need to respond rapidly, pro-actively and effectively to change. The quicker we adapt, the greater the opportunities that will shape our future and industry. With our main competitors so internally pre-occupied, agility is what gives us this unique and enviable edge.

Yanik

Swiss

Marketing Western Europe

Being agile means being able to cope in a continually evolving environment. Agility is a dynamic process that Straumann is learning to master. The biggest barriers to agility are refusing to go the extra mile and thinking that what worked in the past cannot fail in the future.



Simply doing more through our Core Behaviors.

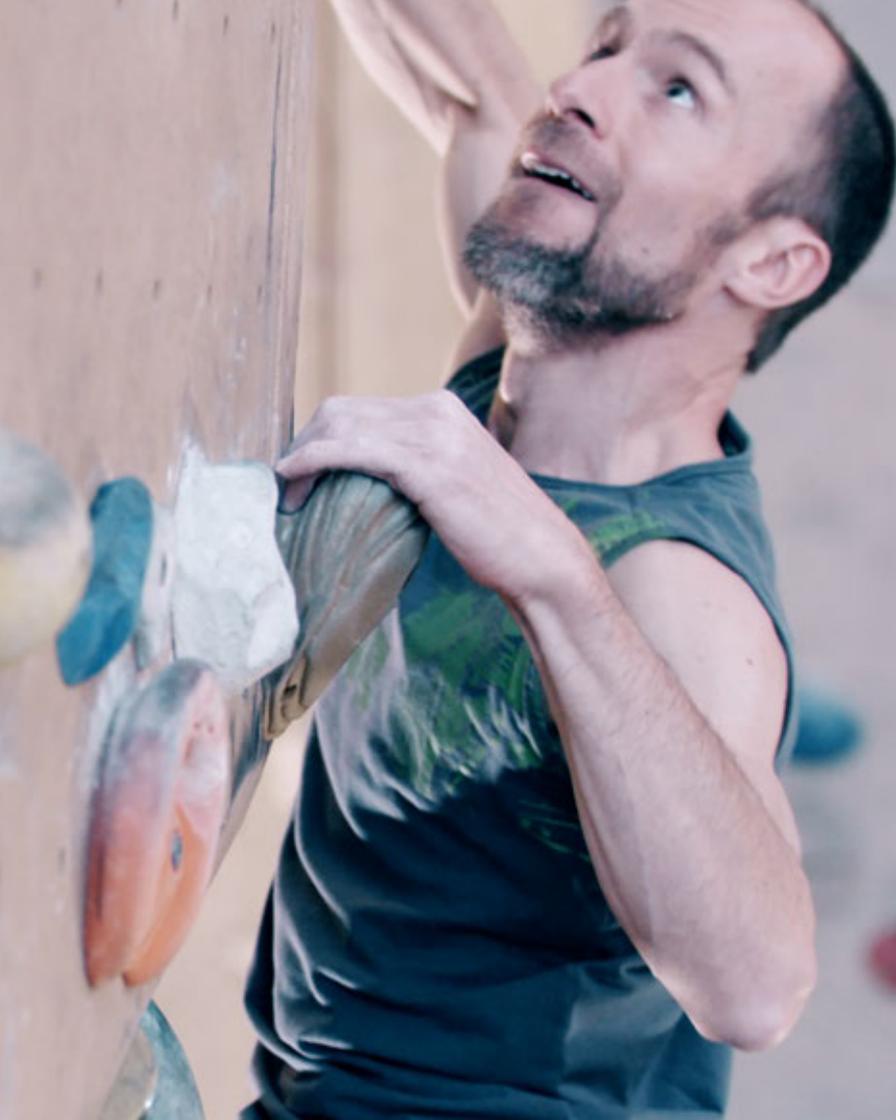
Simply doing more is our overarching mindset. Mindset drives behavior and behavior shapes the culture of a company. Behaviors are the visible expression of the underlying mindset. We are convinced that the keys to our cultural transformation lie in the eight Core Behaviors located in the areas of customer focus, collaboration, innovation, ownership, agility, engagement, trust and communication.

Renata

Swiss-Croatian
Human Resources

As much as I love my family, I spend much more time at work. So the way we behave, interact and work together is very important to me. Behavior shapes the company culture, and in case of our Straumann culture – it is one that I can personally identify with. I think that we can further improve our company culture by encouraging feedback, recognition and appreciation.

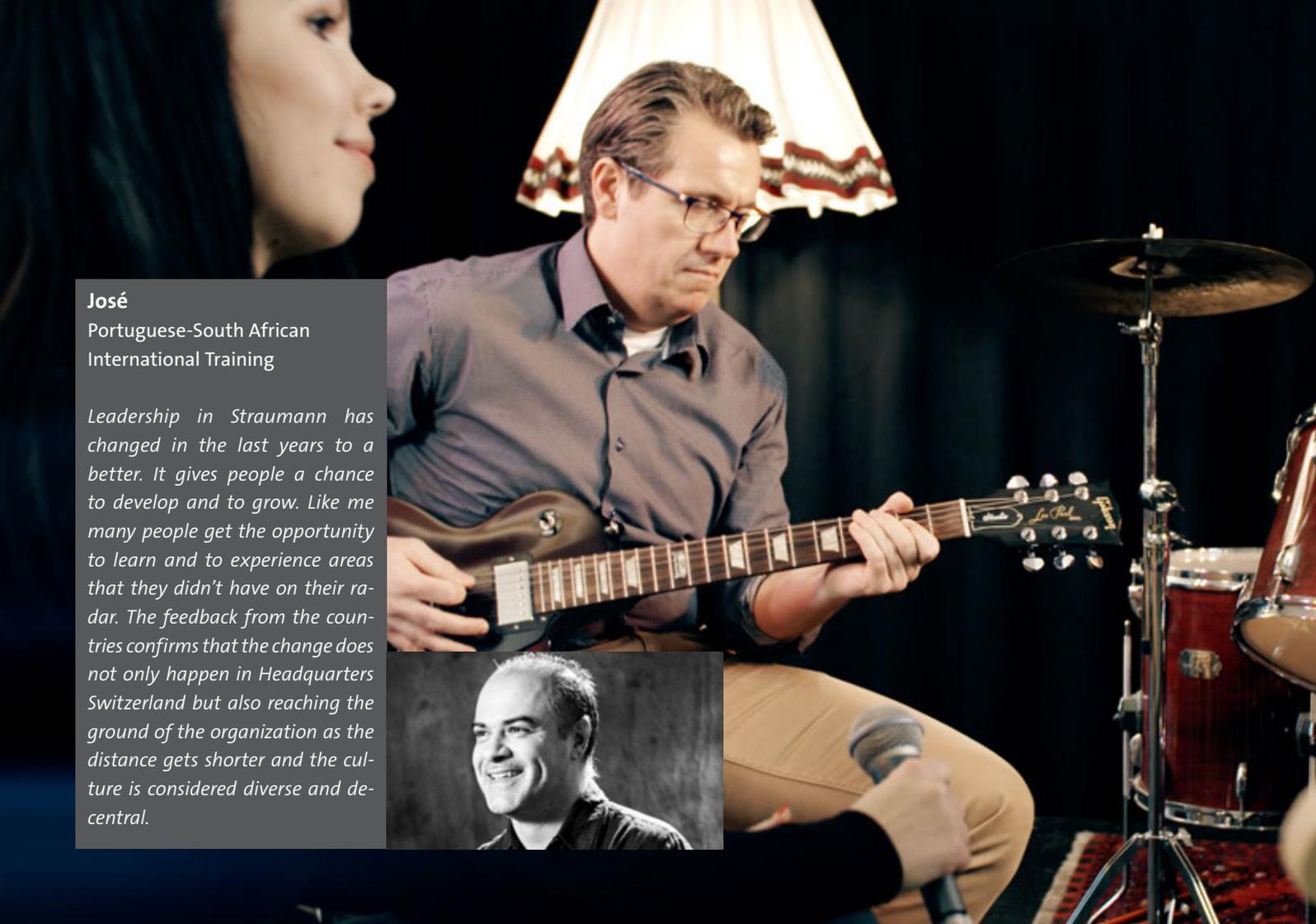




Jacqueline
British
Sales Controlling

The people are core and drive the results. So to complement a great strategy, effective sales force, innovative products and lean processes the Core Behaviors elevate the company with each individual focusing on positive change, to enhance our working style and strengthen the work environment through sound collaboration, solid team work and effective communication.



A man with glasses and a dark shirt is playing a dark-colored electric guitar. He is looking down at the instrument. In the background, there is a lamp with a white shade and a red and white patterned trim. To the right, a drum set is visible. In the foreground, a woman's profile is partially visible on the left side. A smaller inset image of the same man smiling is located at the bottom of the text box.

José

Portuguese-South African
International Training

Leadership in Straumann has changed in the last years to a better. It gives people a chance to develop and to grow. Like me many people get the opportunity to learn and to experience areas that they didn't have on their radar. The feedback from the countries confirms that the change does not only happen in Headquarters Switzerland but also reaching the ground of the organization as the distance gets shorter and the culture is considered diverse and de-central.



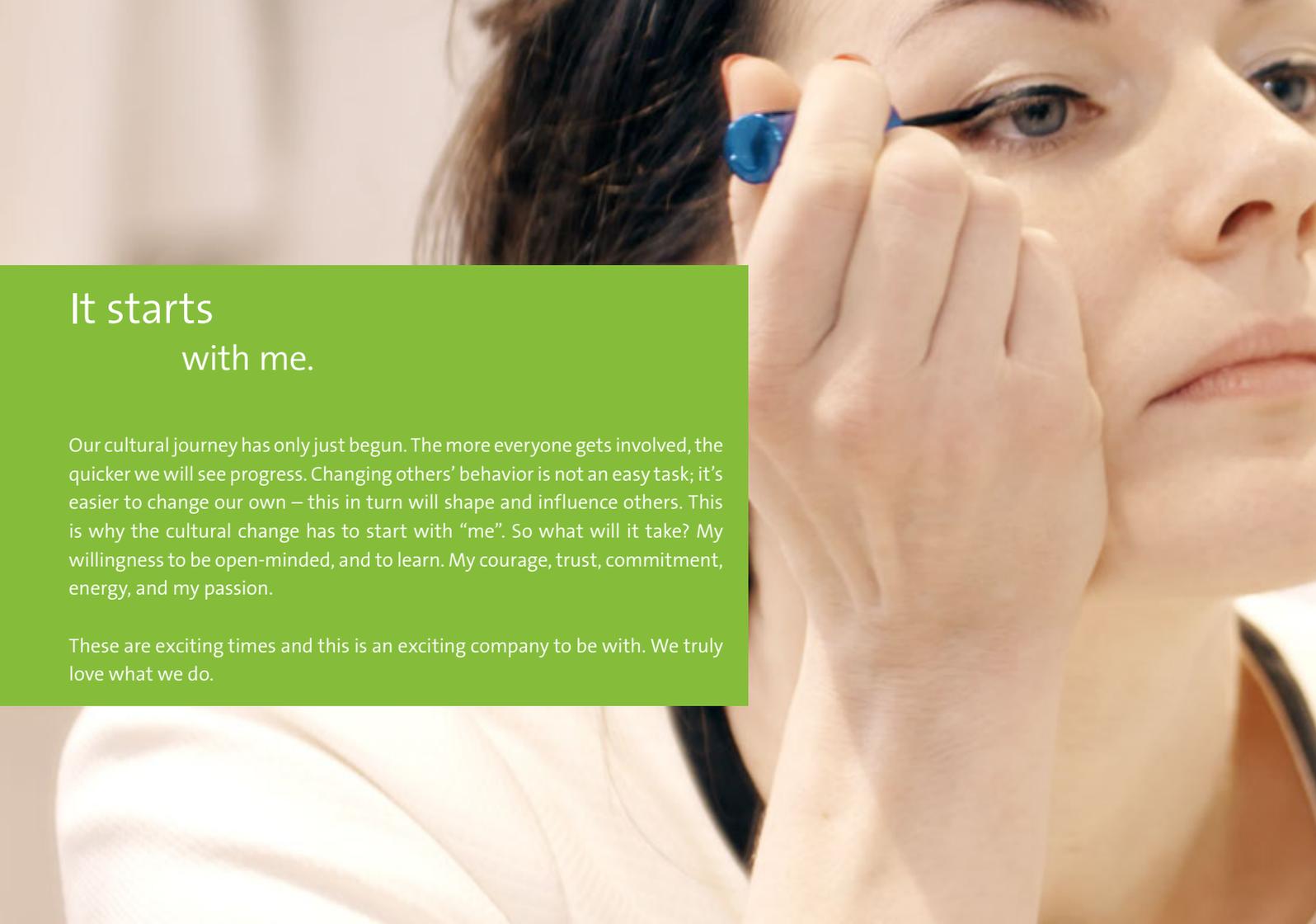
A commitment to lead.

Choosing the path of transformation requires courage and leadership. Our management is committed to lead and foster cultural change through ongoing personal improvement and accountability. Come rain or come shine, we are passionate coaches who care about people. We encourage fun as well as success. And while demanding, we are completely open and straight in our commitment and support for opportunities in professional and personal development.

Lizette
British
International Training

No matter if you are CEO or team leader – leadership for me is having a clear vision where the business is heading and to passionately engage everybody along with that vision. It means being very clear with the vision, expressing it clearly and leading everybody towards that vision. It's important to bring people along and to make conscious decisions on the vision.

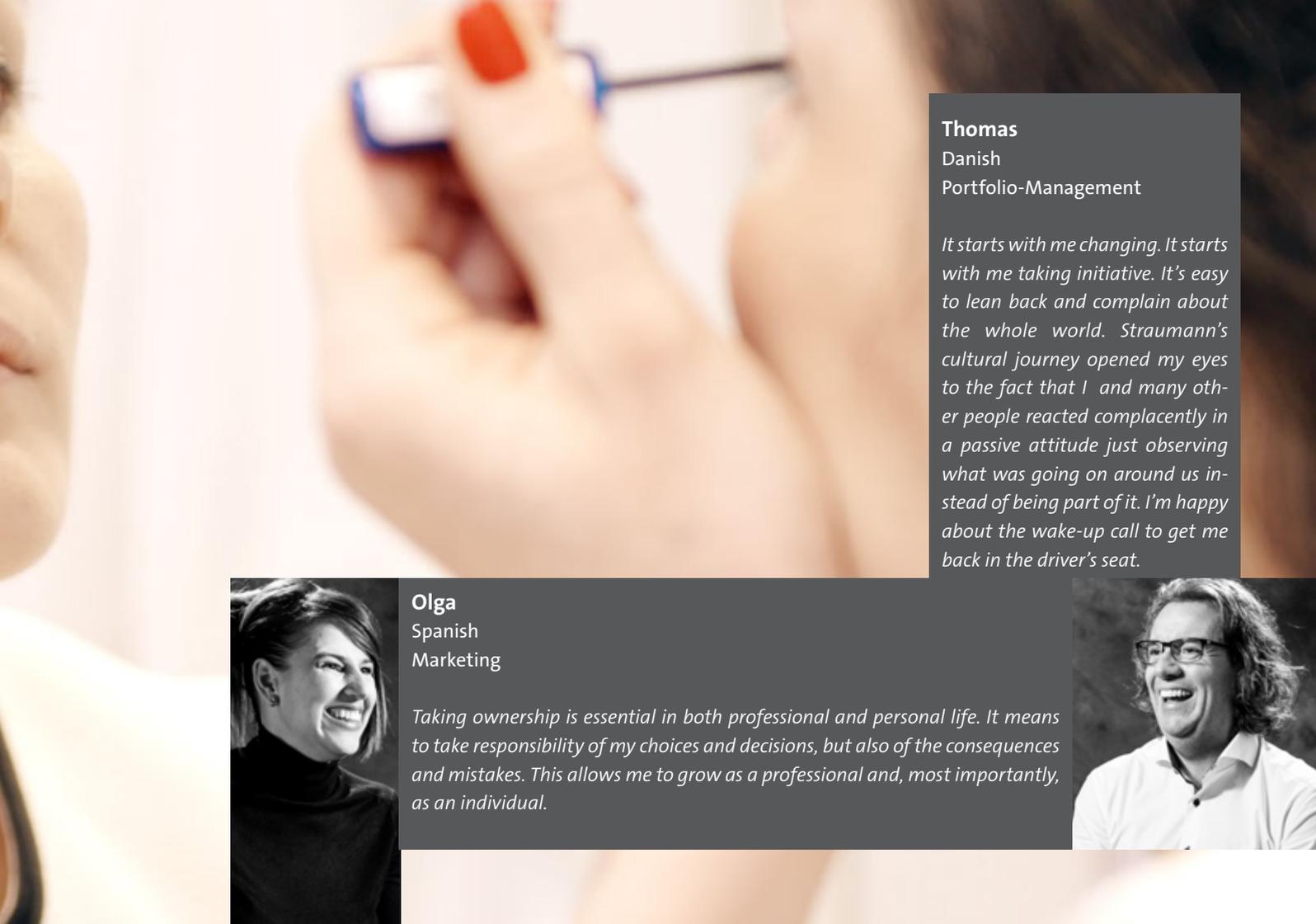




It starts with me.

Our cultural journey has only just begun. The more everyone gets involved, the quicker we will see progress. Changing others' behavior is not an easy task; it's easier to change our own – this in turn will shape and influence others. This is why the cultural change has to start with “me”. So what will it take? My willingness to be open-minded, and to learn. My courage, trust, commitment, energy, and my passion.

These are exciting times and this is an exciting company to be with. We truly love what we do.



Thomas

Danish

Portfolio-Management

It starts with me changing. It starts with me taking initiative. It's easy to lean back and complain about the whole world. Straumann's cultural journey opened my eyes to the fact that I and many other people reacted complacently in a passive attitude just observing what was going on around us instead of being part of it. I'm happy about the wake-up call to get me back in the driver's seat.



Olga

Spanish

Marketing

Taking ownership is essential in both professional and personal life. It means to take responsibility of my choices and decisions, but also of the consequences and mistakes. This allows me to grow as a professional and, most importantly, as an individual.





International Headquarters

Institut Straumann AG

Peter Merian-Weg 12

CH-4002 Basel, Switzerland

Phone +41 (0)61 965 11 11

Fax +41 (0)61 965 11 01

www.straumann.com

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