

## Press Release

### Focus on the customer

## Heraeus Kulzer restructures management

Hanau, 03. May 2016 – **In order to improve customer orientation and to create more innovative products, Heraeus Kulzer strengthens its collaboration with Mitsui Chemicals Inc., optimizes its international sales and service structures and repositions its board of management. Akira Misawa was appointed CEO as of April 1<sup>st</sup>, 2016; Marc Berendes fills the new position of Chief Sales Officer and Novica Savic, as Chief Marketing Officer, is responsible for product management, marketing and innovation.**

In order to adapt the structures to evolving customer needs, the German dental manufacturer continues to expand its sales and service portfolio. Against this background, the company strengthened its management and adapted its structure as of April 1st. In particular, the reinforced focus on product innovation as well as sales and services illustrate the continuing focus on changing customer needs.

**Akira Misawa** was appointed CEO as of April 1st, 2016. He holds a master degree in engineering and has many years of international management experience. Before taking up his current post, he was Executive Officer and General Representative, Europe, for Mitsui Chemicals, Inc., and President and CEO of Mitsui Chemicals Europe GmbH. As General Manager of the H-Project Division at Mitsui Chemicals, Inc. he has been working closely with Heraeus Kulzer since 2013.

**Marc Berendes** is responsible for the global sales and service organization. The Canadian has 23 years' experience in the medical device sector. He has held international leadership positions in marketing, sales and finance. Before joining Heraeus Kulzer he was Managing Director, France for a multinational healthcare company.

**Novica Savic** counts on more than 20 years of experience in the dental market and as CMO he is responsible for product management, marketing and innovation. The dental technician has also graduated as MBA and fills management positions at Heraeus Kulzer for many years now.

Within the board of management the areas of finance (Clemens Hoess), human resources (Andrea von Popowski) and strategy (Andreas Bacher) remain unchanged. The five board of management members report to the new CEO Akira Misawa.

## Images



Fig. 1: Akira Misawa, CEO



Fig. 2: Marc Berendes, CSO



Fig. 3: Novica Savic, CMO

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#### More information about Heraeus Kulzer

- Website with information on the company and products:  
[www.heraeus-kulzer.com](http://www.heraeus-kulzer.com)
- YouTube channel with practical tips and tricks:  
[www.heraeus-kulzer.com/youtube](http://www.heraeus-kulzer.com/youtube)
- Heraeus Kulzer Facebook page with the latest news from Heraeus Kulzer:  
[www.facebook.com/heraeuskulzer](http://www.facebook.com/heraeuskulzer)

## About Heraeus Kulzer

Heraeus Kulzer GmbH is one of the world's leading dental companies with its headquarters in Hanau, Germany. As a trusted partner, the company supplies dentists and dental technicians with an extensive product range, covering cosmetic dentistry, tooth preservation, prosthetics, periodontology and digital dentistry. More than 1,500 employees at 26 locations worldwide are driven by their expertise and passion for the dental market and embody what the name Heraeus Kulzer stands for: service, quality and innovation.

Heraeus Kulzer has been part of the Japanese Mitsui Chemicals Group since July 2013. Mitsui Chemicals, Inc. (MCI) is based in Tokyo, and has 137 affiliates with more than 14,300 employees in 27 countries worldwide. Its innovative, practical chemical products are as much in demand in the automotive, electronics and packaging industries as they are in other fields such as environmental protection and healthcare.

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