



Today, Lancer, a leading global company that produces and distributes equipment and materials for dentists and dental technicians, announces that Steven Hanson has been named as President, reporting directly to the CEO, in addition to working with the international board.

With a proven track record in the healthcare industry, Mr. Hanson is a results oriented leader with more than 40 years of experience, who has focused his career on ensuring company growth, strategic positioning, marketing and sales efforts and product positioning, thus achieving year over year improvements in revenues and profitability.

During his term as President of Zimmer Dental and Pace Medical, Mr. Hanson had overall functional, financial, and executive responsibilities, resulting in maximum profit and return on invested capital, driving Zimmer Dental from a niche company to a top tier global leader. His experience in the expansion of sales networks, the development of international markets, together with his expertise in mergers and acquisitions, will be crucial for Lancer's growth through the next years.

"Over the past few months, our Board conducted an extensive search for a President with the expertise and ability to achieve financial efficiencies, enhancing processes and procedures" said Nicola Sgarallino, Lancer CEO. "With his remarkable track record of leading and innovating programs for effective multi-departmental management and metric-driven leadership, we believe Mr. Hanson is the ideal President to lead Lancer in its next chapter of growth and success."

"I am honored to join Lancer and look forward to contributing to the growth and development of Lancer brand, which is one of the most renowned in the dental sector," Mr. Hanson said. "I am thrilled to join a company that is so well-known to provide avant-garde solutions that enable clinicians to take better care of patients. I look forward to expanding opportunities for Lancer customers while enhancing value for our stakeholders."

ABOUT LANCER

Lancer Global Dental Partner is a company born in 2021 from the fusion of Lancer Orthodontics, an American renowned brand founded in 1967, and Kristal srl, an Italian company distributing orthodontic materials and some of the highest quality implant devices on the market such as PHI implants. Today, Lancer headquarters are in Milan, Italy, and Carlsbad, California.

Lancer provides high quality, innovative and excellent products that meet the needs of both the doctor and the patient. In addition to manufacturing and distribution, Lancer offers training, courses and events for dentists and oral surgeons, held by prestigious speakers.



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