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Massimo Di Russo promoted to General Manager at Cefla North America

Charlotte, N.C. – Cefla North America, Inc. a leading provider of dental and finishing equipment, announced it has promoted Massimo Di Russo to General Manager for both its divisions.

Di Russo's 10-year tenure at Cefla began in 2005 when he was director of operations at a finishing company acquired by the Cefla Group. During the merger, Di Russo provided strategic leadership, strengthening the production pipeline and rebuilding a new management team. He became chief operating officer for the division in 2011 and vice president in 2012. He quickly achieved solid results, bringing the finishing division back to a market-leading position.

After he joined Cefla's dental division in 2014, it was clear that Di Russo's leadership skills would be instrumental in the dental division's growth, visibility and market strength. In his new role as General Manager, he will be a guiding force in the creation of our new dental showroom and in our introduction of new products at the Greater New York Dental Meeting in late 2015.

Di Russo has a bachelor's degree in Mechanical Engineering from the Polytechnic University of Marche in Italy and a master's in Lean Manufacturing from the University of Ulster in Northern Ireland. Di Russo lives with his family in Charlotte, N.C



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Cefla Dental Group is a leading source of some of the world's most technologically innovative and revered dental brands, including the MyRay, NewTom, Anthos and Stern Weber brands now sold in North America.

Cefla Dental is part of Cefla s.c., a private, employee owned cooperative with headquarters in Imola, Italy. In business for over 80 years, our employees are also owners that are highly involved in the corporate structure. We operate with long-term sustainability in mind, not simply short-term profits. We work diligently to foster principles of cooperation throughout the organization and as such are able to benefit from synergies in every aspect of design, engineering and manufacturing.

Visit Cefla Dental on the web: <http://www.cefladental.com> or contact Jacqueline Liger, Marketing Manager (jliger@ceflaamerica.com). To reach Cefla North America by phone: 704-598-0020.