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**Cefla Medical Solutions Hires New Product Specialist**

CHARLOTTE, N.C. –January 19, 2016 -- Cefla Medical Solutions North America, a subsidiary of Europe's No. 1 dental unit manufacturer, has hired Jim Norton to lead the company's new product training program. Norton is a proven leader with experience in managing application specialists, customer care, information technology, field engineering, technical support, and training organizations for a variety of companies in the medical devices industry.

Prior to joining Cefla, he owned his own consulting company and was then hired as training manager at HealthcareIQ, a healthcare analytics provider. His resume also includes six years of training leadership at a major dental equipment manufacturer, where he directed both imaging and 3D training.

"Jim is known for building successful teams by developing a culture of learning and professional development across entire organizations," says Massimo DiRusso, General Manager of Cefla Medical Solutions in North America. "He is particularly noted for his success on a global scale, working with local teams in emerging markets to grow medical devices business in the BRICS region, which encompasses Brazil, Russia, India, China and South Africa. The role of directing product training to keep the sales force and agents on the leading edge of new developments is particularly crucial for a company like Cefla that is intent on helping customers innovate their practices and advancing the industry."

Norton is adept at navigating language barriers and cultural issues to develop lasting relationships with partners in Asia-Pacific, Central/Latin America and Europe/Middle East/Africa.

For more information about Cefla Medical Solutions brands, including Anthos, MyRay NewTom and Stern Weber, visit [cefladental.com](http://cefladental.com).



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### **About Cefla Medical Solutions**

Cefla Medical Solutions North America is a company focused on providing dental practices with units designed and manufactured to ensure premium product standards capable of leading the future of dental care. Through its well-known network of brands, Cefla Medical Solutions is a global partner strongly supported by joint investment in research and development to provide the best solutions in dental units, radiology, accessories and dynamic instruments.

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