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Cefla Medical Solutions Welcomes New National Sales Director

CHARLOTTE, N.C. – May 5, 2016 - Cefla Medical Solutions, a subsidiary of Europe's number one dental unit manufacturer, has announced that Colby Ledbetter has come aboard as National Director - Sales and Services. Ledbetter will direct overall sales efforts and follow-up service for dental practices eager to advance their businesses and the industry in North America.

Ledbetter comes to Cefla with more than 20 years experience in the dental industry, most recently as U.S. Regional Sales Director for a dental imaging and practice management solutions company that has its North American headquarters in Atlanta. There she was responsible for attracting, hiring, coaching and mentoring territory sales representatives in six southwestern states. She has had a great track record in sales, with significant growth in every territory she managed.

"Our team is extremely fortunate to have someone with Colby's drive, knowledge and experience to assist customers as they strive to understand new technology, weigh options, and succeed in implementing the best possible solutions for their practices," says Cefla North America General Manager Massimo Di Russo. "She is a dynamic force in the industry, and we couldn't be happier to have her join us as such a strong advocate for advancing dentistry."

Ledbetter has an MBA in Marketing Management, from LeTourneau University and a bachelor's degree in biology from LaSierra University. She also served for four years active duty, in the U.S. Navy, where she was a Fleet Marine Force (FMF) Dental Technician. She has continued to give back to the community by volunteering for non-profits, such as the Mission of Mercy and CDA Cares.

About Cefla Medical Solutions

Cefla Medical Solutions 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,



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