



John Cox
Vice President, Technology Sales
West Allis, WI

John has over 30 years' experience in the dental industry where he has held senior management roles and brings with him a successful track record in the area of CAD/CAM; dental software, imaging, orthodontics and dental implants.

John provides marketing and sales leadership in the area of digital restorations (CAD/CAM) helping to establish Henry Schein Dental as a leader in this category. Some of the key brands that we define as CAD/CAM include: Planmeca FIT, Planscan, 3Shape Trios, 3M True Definition on the equipment side and Zirlux, Ivoclar, 3M, Glidewell, Vita on the materials portion of the business.