



Dr. Jürgen Serafin Vice President Corporate Marketing

Dr. Jürgen Serafin is Vice President Corporate Marketing of Dentsply Sirona. Before the merger of DENTSPLY and Sirona he was Vice President Corporate Marketing of Sirona in Salzburg from 2008 to 2016. Before being appointed to this position, he served as Vice President of the CAD/CAM Division in Bensheim for six years.

From 1999 to 2002, the graduate in Business Administration was the Managing Partner at SM Electronic GmbH. In the years prior to this, Serafin held the position of Head of Marketing and Sales at AEG-Electrolux and was then employed by Electrolux AG as the Managing Director of Electrolux Hausgeräte GmbH. Serafin started his professional career as an assistant to the Chairman of the Board of AEG Hausgeräte AG in Nuremberg.

Jürgen Serafin has a PhD from the University of St Gallen.