

Our People – Why I work at Dentsply



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Product Manager

1. What are you currently working on that you find particularly interesting and/or stimulating, and how do you think it contributes to DENTSPLY's success?

I am currently working on the post launch activities of three revolutionary new products recently introduced to the Canadian dental practitioners, Stylus ATC Handpiece, THINsert Cavitron Ultrasonic Insert, and Oraqix Lidocaine and Prilocaine Periodontal Gel. These innovative products have been designed to help practitioners offer better dentistry to their patients. It is incredibly rewarding to hear back feedback from the users of our products which are making a positive difference in their patients lives and contributing to improved oral health.

2. What are some of your favorite things about Dentsply Canada?

The people who work for Dentsply make it a great place to work. We are all part of one team driven to succeed. Everyone at Dentsply is encouraged to be involved with the dental community, including attending conferences, continuing education events, and visiting dental offices. The company supplies donations to increase access to oral health in the developing world. Learning about the industry helps us respond to the needs of dental professionals and drive progress.

3. How do you contribute to building Dentsply Canada's High Performance Sales Driven culture?

I lead the Sales and Marketing Advisory Council, which meets on a regular basis to come up with new initiatives, discuss opportunities and solve problems. By maintaining close relationships with the team who has regular contact with the users of our product we can stay on top of the issues that matter to our customers. As a Product Manager, I work closely with all the functional areas within Dentsply to solve customer needs with a sense of urgency. For example, when launching a new product, I ensure to arm the Sales Representatives with the tools and knowledge they need to educate our customer to deliver better dentistry through our innovation and technology.

4. What developmental opportunities have you had opportunity to participate and experience in your time with Dentsply? How has this helped you in achieving your personal goals?

I have had the chance to participate in numerous developmental opportunities over the past 6 years. I have lead the Sales and Marketing Advisory Council, to learn from the field Sales Team and other functional teams. I have represented the Marketing Team on the Integrated Business Plan project; a divisional initiative to align functional and organizational goals and objectives, and at the Meetings of the Americas; a cross-divisional business development initiative. I have also had the opportunity to take courses to further my theoretical knowledge in Marketing, Business Planning, Selling Skills, Presentations as well as extensive product training.