

## Our People – Why I work at Dentsply



**Victoria Steshenko**

Senior Business Analyst

**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?**

Currently I am working on launching Siebel Analytics, a customer sales management tool. The capabilities of this new software, along with multitude of reporting functions, will allow us to better target our customers and meet our sales goals. I think this tool will revolutionize the way our sales team evaluates their customers and manages their territories. For marketing, it will aid in product launches.

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

My favorite thing about the company would have to be the people I work with. I truly enjoy working with everyone, and despite the multitude of personalities and ethnicities, everyone works together as a team and goes out of their way to help each other out. This reminds me a lot of a TV show called Cheers, where "Everybody Knows Your Name". This is the greatest perk a company can offer and cannot be substituted by any other financial incentive. Work colleagues become your second family, and this is definitely mine.

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

I contribute by providing marketing and sales departments with information tools they require to implement their strategies, evaluate their performance and to better serve our customers. I believe that having the right information (at the right time), is key to making good business decisions that drive sales. I strive to deliver that information to department heads and key decision makers to enable them to do just that.

**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 started at Dentsply as a receptionist 7 years ago while completing my Bachelor degree at York University. Since then, I have been promoted twice, which led me into my current role as Senior Sales Analyst. Dentsply is also currently supporting me in my quest for a CMA designation. Without HR's and company's support, I wouldn't be able to pursue my aspirations and achieve my career goals. A lot of companies talk about developing people within, here at Dentsply; it is actually a common practice. If you have the will, Dentsply will help you find a way!