



## **KULZER WELCOMES CHRIS HOLDEN AS NEW CEO**

### **Experienced executive returns to the Kulzer Group**

Hanau/12.07.2024. **Kulzer is pleased to announce the appointment of Chris Holden as the new CEO. With immediate effect, he succeeds Marc Berendes, who is leaving the company to pursue new professional challenges.**

### **Chris Holden returns to lead Kulzer, bringing fresh perspectives**

A US citizen, Chris Holden has extensive experience in the dental industry and a strong track record in leadership and business development. He previously worked for Kulzer from 2004 to 2017, most recently as President of Kulzer North America. With his deep understanding of the company and its operations, he is well equipped to lead Kulzer into its next phase of growth.

Chris Holden commented, "It is an honor to be back at Kulzer. My focus will be on driving innovation and ensuring that we continue to meet the evolving needs of our customers. I am excited to work with the talented team here at Kulzer to build on the strong foundation established by Marc Berendes. I am both grateful to Mitsui Chemicals, Inc. for their confidence and very much look forward to leading Kulzer as CEO."

### **Acknowledging Marc Berendes' contributions**

During his eight-year tenure at Kulzer, first as Chief Sales Officer (CSO) and then as CEO, Marc Berendes has demonstrated exceptional leadership and guided Kulzer through important transformations. Hiromi Hayashida, Executive Officer and Business Sector Vice President Life & Healthcare Solutions at Mitsui Chemicals, Inc. (MCI) added, "Marc's leadership has been instrumental in positioning Kulzer for future success. He has set the company on a successful course and made it one of the key pillars of our Oral Care Division. We are confident that Chris Holden will continue this trajectory and drive further growth and innovation. We are delighted to welcome Chris back to Kulzer, knowing that we have found someone with a long and successful history with the company."



### **Looking ahead: strategic vision and future plans for Kulzer**

The leadership transition marks a new chapter for Kulzer. Under Chris Holden's direction, Kulzer will continue to focus on innovation and customer centricity. The company remains committed to strengthening its position as a leading provider of dental materials.

### **Pictures:**



*As the new CEO, Chris Holden returns to the Kulzer Group.*

(Picture: private)



*Hiromi Hayashida, Executive Officer and Business Sector Vice President Life & Healthcare Solutions at Mitsui Chemicals, Inc. (MCI) thanked former CEO Marc Berendes and welcomed Chris Holden as his successor.*

(Picture: Kulzer)



**KULZER**  
MITSUI CHEMICALS GROUP

## **Kulzer GmbH**

As one of the world's leading dental companies, Kulzer has been a reliable partner for all dental professionals for almost 90 years. Whether aesthetic or digital dentistry, tooth preservation, prosthetics or periodontology, Kulzer stands for proven and innovative dental products. With optimal solutions and services, Kulzer aims to support its customers in restoring their patients' oral health safely, easily, and efficiently. To this end, more than 1,400 employees work at 25 locations.

Kulzer is part of the Mitsui Chemicals Group. The Japanese Mitsui Chemicals Inc (MCI) with almost 19,000 employees worldwide is headquartered in Tokyo. Its innovative and functional chemical products are in demand in the automotive, electronics and packaging industries as well as in environmental protection and healthcare.

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