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ANDY CYPRIANOS

CERTIFIED INTEGRAL COACH (CFC)

CV: Andy Cyprianos

SA ID Number: 5807145232180

As a Professional Certified Coach, I am passionate about coaching Business Leaders and Business Owners who are often dealing with challenges in leadership, direction, navigating through a crisis or a setback, personal growth, maintaining balance, or struggling with the lonely place leaders often find themselves in.

I bring over 30 years of senior management experience (both as a GM and as a Business Owner), the majority of which was spent in the MedTech Industry, in a corporate setting for the world's largest manufacturer and distributor of equipment and materials, Dentsply Sirona. This meant a great deal of networking with Healthcare Professionals, Senior Executives of Listed Medical Companies, and Leaders of Educational Institutions in Sub-Saharan Africa and Israel. Much of Andy's career has involved leading and growing businesses, developing teams to support these businesses, and building a strong reputation for service excellence.

My career history being:

May 2024 to present: The Pathfinder

- After 3 years of part-time coaching moved into full-time coaching
- Role - Integral Coach focusing on coaching business leaders and owners

September 2004 to April 2024: Dentsply Sirona South Africa (a wholly owned subsidiary of Dentsply Sirona listed on theNASDAQ)

- *Position:* General Manager reporting to VP (Middle East, Russia & Africa)
- Responsible for Leading Business, Budget, SAPHRA Compliance, Strategic Direction, Sales & Service for South & Sub-Saharan Africa region

Achievements:

- Grew sales 10 x fold – consistently delivering numbers
- Established the largest Digital footprint of CAD CAM and CBCT users in Sub-Saharan Africa
- ISO 13485 in 2019 – first Dental Equipment and Materials company in South Africa, setting the company up for pending product registration in 2024
- Recognized by industry for Innovation in clinical education – SADA Industry Award for Innovation 2019
- Recognized as fastest growing entity in the Dentsply Sirona group in 2013



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Achievements:

- As GM of Dentsply Sirona South Africa I was responsible for leading the business in South & Sub-Saharan Africa, operating as a direct sales organization in South Africa and via a dealer network in the rest of Africa. Under my leadership, the company grew revenues 10-fold from startup in 2004 to 2023. Much of this success can be attributed to building a strong team of 41 encompassing sales, clinical education, service, and finance, supported by an outsourced warehouse and logistics. Before joining Dentsply Sirona I successfully ran a number of my own businesses. My early experiences in The IT industry augmented my interest in digital dentistry birthing a career that has spanned more than 27 years focused on the Health Care Industry resulting in being one of the key influencers to the digitalization of dentistry in Sub-Saharan Africa. On 31 July I stepped down as GM as per company retirement policy. My career with Dentsply Sirona started in 1996 and spanned 27 years where I led the local entity as the company went through significant changes such as takeover, listing on Nasdaq, mergers, and change in route to market.
- From August 2023 onwards I remained on hand for a further 9 months in a supportive role, providing a handover of the business to the new GM.

Jan 2004 – Sep 2004: Halas (authorized Sirona distributor for Australia)

- *Position:* CEREC Specialist
- Trained as CEREC Specialist i.e., CAD CAM

1996 to 2003: Nova Dental - Sirona Authorized Distributor


- *Position:* National Sales Manager South Africa


Achievements:


- Negotiated a key acquisition and headed a subsequent division whose % contribution to total sales grew from 7 % (1997) to 45 % (2004).
- Re-established Sirona Dental after Siemens had divested from Dental and secured one of the largest national tenders in Sirona's history in South Africa.
- Led and grew sales from R13.6 million (Feb'97) to R25 million (Feb'04), through related diversification.

1991 to 1996: Northern Transvaal Copiers, Polokwane, South Africa

- *Position:* Managing Director & Owner
- Headed own business in IT & Office Automation (XEROX) sectors. Company size: 44

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Achievements:

- XEROX Dealer of the year 1994
- Turned the company around from both a loss-making situation and high debt
- Secured the largest market share of the corporate segment - attracting numerous strategic accounts in the mining, government, and commercial sectors.

1987 to 1991: Canon Northern Transvaal Polokwane, South Africa

- *Position:* Sales Director & GM
- Headed the business in the IT & Office Automation (Canon) sectors, based in Polokwane, South Africa.
- Company size: 15

Achievements:

- In 1988, the Canon operation ranked as one of the top dealers in the Canon National Dealer Network.

1991 to 1996: Northern Transvaal Copiers, Polokwane, South Africa

- *Position:* Managing Director & Owner
- Headed own business in IT & Office Automation (XEROX) sectors. Company size: 44

1983 to 1986: Transtime Tzaneen, South Africa

- Position: Technical Director
- Managed Service Team – IT & Office Machines

1978 – 1982: ICL & Photracomp

- *Position:* Computer Engineer
- Trained as an apprentice computer engineer with ICL in Zimbabwe.
- Emigrated to South Africa to work as a Computer Engineer in Johannesburg



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SKILLS:

- Coaching business leaders and owners
- Senior Management, with particular strengths in Leadership, Budgeting, Strategy, Driving Growth, Sales Management, and building Teams that can take the company to next level.
- Entrepreneurial – with proven success in starting up new ventures or divisions.
- Project management of short to medium-term projects.
- Strategic Thinking:
 - From a customer Perspective – differentiated the product and company by showing customers how the utilization of our products (in this case mainly technology) leverages strategic direction, providing competitive advantage while reducing their costs and increasing their profitability.
 - From a Company Perspective – developing and expanding Market penetration strongly supported by after-sales service and industry key talent. Building this for the long term – i.e., sustainable growth.
- Organizer - good business administration and office management skills.
- Negotiating at a very high level.
- Troubleshooting - excellent problem-solving and analytical skills. Extensive experience and skill in turning businesses around.
- Relationship builder - good interpersonal and communication skills. Able to cultivate long-lasting relationships with staff, suppliers, and customers.
- Analytical – financial, marketing, or strategic analysis and their conversion into viable business plans.
- People skills with effectiveness in building a team and providing leadership.

EDUCATION:

2020 – 2023:

- **CfD and PCC - Qualified as Integral Coach** on the coaching program with Centre for Coaching (Pty) Ltd, UCT Graduate School of Business

2016-2019:

- Numerous Company Courses on Code of Business Conduct & Ethics, Marketing to Professionals - Code of Conduct, FCPA Compliance, Prevention of Insider Trading, Protection of Confidential Information, Competition Compliance, Competition Law (RSA with Werksmans), **McKinsey WAVE** (program management platform with that ensures companies execute large-scale transformation programs)
- **MedTech various: ISO13485 & ISO7000**



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EDUCATION:

2016 – 2018:

- **Executive Coaching Program** focusing on Emotional intelligence, Mindfulness, and Personal Mastery Development Program with IE Group

1998 – 2001:

- **MBA degree** from Henley Management College, London, England. My dissertation focused on E-Commerce resulting in Medicross launching their procurement platform between their clinics and various suppliers in the market.

1990 – 1997:

- **Other Formal Academic Achievements:**

- Diploma in Business Administration - Damelin Management School
- Marketing Management 1 (5 x modules) - Damelin Management School
- Other courses taken: Accounts 1, Industrial Psychology 1 & Information Systems 1 (through Unisa non-degree), Negotiation, Motivation, Goal Setting, Marketing Strategies, Strategic Planning, Labour Law & Industrial Relations, Financial Management, Situational Leadership and Investing in the stock market
- Fully trained in MS Office i.e. Excel, Power Point, and Word
- Numerous industry-specific sales and product courses relating to Medical Devices for the Health Care Market.

1978 – 1979:

- Technical training in the repair and maintenance of mainframe, mini, and personal computers (PCs)

1977:

- **Schooling** - Mount Pleasant High School, Harare, Zimbabwe. Completed Matric, A Levels, and Scholarship Levels. Deputy Head Boy, receiving sports and academic colours.

HOBBIES:

- Avid reader
- Bonsai



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REFERENCES:

- Cedar Chartered (Accountant Auditor – when I owned my businesses)
 - Richard Joseph 083 414 1464
- TOR Group Managing Director (reported to Bruno as a Director of the Canon Operation)
 - Bruno Cigano 083 627 4750
- Dentsply Serona Vice President (reported to for 10+years)
 - Volker Vellguth +43 676 848414578

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