

JOHN C. FERNANDEZ

Senior Revenue and Commercial Strategy Leader

John Fernandez is a senior commercial strategy and revenue growth leader known for strengthening organizational performance through strategic clarity, commercial discipline, and data informed decision making. His experience spans dental technology, dental materials, and dental ecosystems where he has guided high growth and mid-market organizations through critical phases of expansion, transformation, and market penetration. He has increasingly been recognized for his ability to operationalize commercial strategy, enhance system level readiness, and drive enterprise alignment in fast scaling environments. He brings a global perspective shaped by his work across Europe, LATAM, and APAC, and his ability to align teams around enterprise level priorities has positioned him as a trusted partner to senior leadership.

Throughout his career, John has driven revenue growth, expanded reseller and partner ecosystems, and advanced high impact partnerships that improved customer experience and accelerated product adoption. He has shaped multiyear commercial planning and forecasting, strengthened global GTM execution, and delivered commercial insights that influenced product strategy, marketing direction, and organizational alignment. His leadership consistently improves commercial process discipline, enhances forecasting accuracy, and elevates the maturity of cross functional execution. His leadership in cross functional environments has enabled a consistent ability to refine commercial systems, elevate operational discipline, and position organizations for scalable growth in competitive markets.

John's leadership philosophy is grounded in clarity, collaboration, and strategic accountability. He builds high performing teams by promoting disciplined planning, cross functional alignment, and a shared commitment to commercial excellence. He emphasizes scalable commercial systems, strategic decision making, and enterprise level impact as core components of sustainable leadership. Focused on enterprise impact and long-term growth, he continues to guide organizations in advancing revenue performance, expanding global market presence, and strengthening ecosystem driven strategies that create measurable value.