

JOHN C. FERNANDEZ

Senior Revenue and Commercial Strategy Leader

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EXECUTIVE VALUE PROPOSITION

I strengthen organizational performance by applying strategic clarity, commercial discipline, and data informed insight to build scalable revenue engines, expand partner ecosystems, and align teams around enterprise growth priorities. I bring proven leadership across Dental Technology, Dental Software, Dental Device, and Ecosystems with experience guiding high growth and mid-market organizations. I am focused on advancing enterprise level commercial strategy and enabling organizations to scale revenue performance, deepen market penetration, and strengthen ecosystem driven growth.

LEADERSHIP HIGHLIGHTS

- Drove materials and services revenue growth from 17.7M to 47M by strengthening commercial systems, developing new value propositions, and advancing value delivery across global markets.
- Scaled reseller channel revenue from 7.7M to 26.9M by leading partner enablement, field alignment, and structured channel strategy execution.
- Led international expansion across Europe, LATAM, and APAC, strengthening global performance, diversifying revenue streams, and accelerating adoption.
- Advanced strategic partnerships with Carbon3D, 3Shape, and Dexis driving workflow integration, enhancing customer experience, and expanding market reach.
- Directed commercial transformation initiatives strengthening operational discipline, improving forecasting accuracy, and positioning the organization for global scale.

CORE STRENGTHS

Revenue Growth Strategy • GTM Execution • Channel Strategy • Market and Competitive Insight Commercial Forecasting • Ecosystem Partnership Development • Enterprise Planning Cross Functional Leadership • Organizational Scaling • Commercial Operations

EXPERIENCE SUMMARY

SprintRay

Director and Senior Commercial Leader

High growth dental technology organization serving global clinical and commercial markets.

Leadership Scope

- Directed cross functional teams spanning multiple business units across sales, marketing, product, and operations while shaping enterprise forecasting, revenue strategy, and market evaluation.
- Led commercial readiness and organizational scaling initiatives supporting enterprise level growth.

Key Achievements

- Guided multiyear commercial planning and forecasting shaping senior level decision making and enterprise resource allocation.
- Refined commercial processes enabling significant recurring revenue growth and accelerated market expansion.
- Led partner driven GTM strategies increasing reseller performance and strengthening partner ecosystem readiness.
- Advanced cross ecosystem collaboration elevating customer experience and expanding organizational reach.
- Delivered executive level insights shaping product strategy, influencing marketing direction, and informing customer segmentation leadership.
- Enhanced commercial operations, leadership readiness, and field capability through structured processes and alignment frameworks.

EDUCATION

Bachelor of Business Administration, Marketing

California State University Fullerton

CERTIFICATIONS

Virtual Selling • Coaching High Potentials • Service Operations • Sales Management

LEADERSHIP IDENTITY

Leads with strategic clarity, commercial discipline, and data informed insight. Focuses on scalable revenue systems, aligned cross functional teams, and strong ecosystem partnerships that strengthen organizational performance and enable enterprise level growth.