Implant Direct’s Dr. Gerald Niznick announces retirement, Stratton appointed president

By Implant Direct staff

Gerald A. Niznick DMD, MSD, president and founder of Implant Direct, recently announced his retirement. Niznick is succeeded by Tom Stratton as president of Implant Direct.

Niznick has a 32-year successful history in the dental implant industry. He started his first implant venture with Core-Vent Corporation in 1982, which, after a change in go-to-market strategy, became Paragon Implant Company. Paragon was later sold to what is now Zimmer Dental.

He started Implant Direct in 2004 and created a new implant “value segment,” which generated a substantial and permanent positive change in the industry. In late 2010, Sybron International (now part of the KaVo Kerr Group) acquired a majority stake in Implant Direct. Under Niznick’s leadership, Implant Direct has nearly doubled its sales in the last three years and launched many new products that have significantly increased the predictability and affordability of dental implant procedures.

Implant Direct in 2013 is the fastest growing major implant company in the industry, according to the company. Niznick will remain a significant part of Implant Direct as a shareholder, board member and as a consultant for product development and marketing.

“On behalf of the board and the management team at Implant Direct, I want to congratulate Dr. Niznick on the wonderful, exciting company he has built and the dedicated, skilled team he has assembled. Implant Direct has become an incredibly successful part of the KaVo Kerr Group of Danaher under Dr. Niznick’s leadership, and we believe the company is well-positioned to continue that success as Tom Stratton takes the helm,” said Henk van Duijnhoven, chairman of the board of managers, Implant Direct, and senior vice president, KaVo Kerr Group.

Stratton joined Implant Direct in January 2013 as the executive vice president, global sales and business development, and under his leadership, the business accelerated in North America and globally to high teens growth and captured significant market share. He has more than 20 years of dental industry experience, and prior to Implant Direct, he was the president of DEKA Laser Technologies, Inc.

Earlier in his career, Stratton was the general manager at DENTSPLY Implants (formerly DENTSPLY Friadent CeraMed) and vice president of global sales and marketing at Zimmer Dental (formerly Sulzer Dental). He received his bachelor’s degree in public relations from the University of St. Thomas.

About Implant Direct
Implant Direct, one of the fastest growing major dental implant companies, offers a broad range of surgical, prosthetic and regenerative solutions. Founded by implantology pioneer Dr. Gerald Niznick and a member of the KaVo Kerr Group, Implant Direct continues a rich tradition of innovation. The company asserts it provides high-quality products with simplified procedures at value-added prices in more than 40 countries worldwide.