

**FOR IMMEDIATE RELEASE.**

**Capital Dental Equipment Welcomes New Talent in the form of a Sales Representative for the Rio Grande Valley Territory**

*New territory-based representative to broaden reach and strengthen relationships with dental professionals*

**Cedar Park, TX, January 2022** – Capital Dental Equipment (CDE) is pleased to announce a new team member, Veronica De La Cruz, who will serve as an outside Sales Representative for the greater Rio Grande Valley area. Before this, the CDE sales team has been located at the company headquarters in Cedar Park, Texas, where it has serviced the dental practices in the domestic U.S.

Capital Dental Equipment has recently changed directions by adding approximately 20 new vendors and product lines to expand the full-service dental equipment business model. In doing so, the company has grown by 250% in the past year and has a projected sales growth of an additional 200% for 2022.

De La Cruz attended the Pankey Institute before starting her career in the dental industry as a dental lab technician, where she created mouthguards for patients with temporomandibular joint disorder. Later she realized her passion for helping dentists and transitioned into a sales role where she primarily sold dental supplies. She brings over 18 years of experience to the CDE team as a dental sales professional, specializing in developing and expanding territories by helping doctors with their practice growth and potential.

“We’re extremely excited about Veronica joining the team,” stated Ron Sharpe, President of Capital Dental Equipment. “She has already hit the ground running and has several projects already lined up for us. So, we’re excited about not only where she is, but where she’s going with it.”

Expanding the sales team to include a specialized territory sales professional will enhance Capital Dental Equipment’s ability to reach new dental professionals in the state of Texas. The sales representative’s role is to build and promote strong, long-lasting customer relationships by partnering with dentists and understanding each one’s specific needs. With De La Cruz’s background in dental supply sales, she offers the unique opportunity of having existing relationships with many dental practices in the Rio Grande Valley.

“It’s just a career that I’ve been so passionate about because it never stands still and is always changing. The more time goes by, the more exciting dentistry is becoming,” said De La Cruz. “I love being on the equipment side of sales now: hearing what a doctor wants, guiding them on equipment, and seeing what we can accomplish.”

Capital Dental Equipment is enthusiastic about the available growth opportunities that 2022 will bring and looks forward to continuing to expand the sales team further.

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For more information about CDE, please visit [www.capitaldentalequipment.com](http://www.capitaldentalequipment.com).

**Media Contact:**

Artemiy Soldatov, Marketing Manager  
(580) 230-8076

DigitalMarketing@capitaldentalequipment.com