



## Former Procter & Gamble Executive Raj Pudipeddi Joins Align Technology as Senior Vice President and CMO

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SAN JOSE, Calif., Feb. 11, 2019 (GLOBE NEWSWIRE) -- Align Technology, Inc. (NASDAQ: ALGN) today announced that Raj Pudipeddi has joined the Company as senior vice president and CMO reporting to Joe Hogan, Align president and CEO. Mr. Pudipeddi will assume responsibility for Align's global marketing organization including product portfolio, product management, commercialization, and global branding for the Invisalign and iTero product brands. As previously reported, Raphael Pascaud will transition his global marketing responsibilities to Mr. Pudipeddi and continue with the Company as senior vice president, business development and strategy for Align.

Mr. Pudipeddi is an accomplished executive with over 24 years of business leadership and brand building experience for companies including Procter & Gamble (P&G) and Bharti Airtel, an Indian telecom leader. He has an outstanding track record of delivering results in senior leadership roles across the North America, Latin America and Asia Pacific regions with diverse macro-economic environments, cultures and business models. During his career, Mr. Pudipeddi served in leadership roles in P&G's Oral Care, Home Care, Batteries and Family Care businesses, and in Bharti Airtel as CMO and director, Consumer Business.

"Raj brings great consumer acumen and marketing expertise in terms of building brands, launching new products and accelerating digital businesses globally," said Mr. Hogan. "His knowledge and understanding of how to leverage big data and consumer personalization will be instrumental as we continue to lead the transformation of digital orthodontics and dentistry and help millions of consumers get a smile they love with Invisalign doctors. Raj is a strong addition to our leadership team and I am thrilled to have him join Align."

### **About Align Technology, Inc.**

Align Technology designs and manufactures the Invisalign® system, the most advanced clear aligner system in the world, and iTero® intraoral scanners and services. Align's products help dental professionals achieve the clinical results they expect and deliver effective, cutting-edge dental options to their patients. Visit [www.aligntech.com](http://www.aligntech.com) for more information.

For additional information about the Invisalign system or to find an Invisalign doctor in your area, please visit [www.invisalign.com](http://www.invisalign.com). For additional information about iTero digital scanning system, please visit [www.itero.com](http://www.itero.com).

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