



Dental City Appoints Jordan Lorenz as Chief Executive Officer

July 8, 2026

GREEN BAY, Wis. — Dental City, a leading privately held dental supply distributor serving dental practices nationwide, today announced the appointment of Jordan Lorenz as Chief Executive Officer.

Lorenz brings more than a decade of leadership experience at Dental City, having joined the company in 2013 and most recently serving as Vice President of Sales and Marketing. As CEO, he will lead the company's strategic vision, drive continued innovation, strengthen partnerships across the dental industry, and guide Dental City's ongoing growth while preserving the customer-first culture that has defined the organization for decades.

During his tenure, Lorenz has played an instrumental role in advancing key strategic initiatives, expanding Dental City's presence within the Special Markets segment, and fostering strong relationships with customers, manufacturers, and industry partners. His leadership has helped position Dental City for sustained success in an evolving dental distribution landscape.

Prior to serving as Vice President of Sales and Marketing, Lorenz held several leadership positions within the organization, including Director of Special Markets and Data Analytics, where he launched and developed the company's Special Markets division and helped establish Dental City as a recognized leader within the segment.

"We are excited to appoint Jordan as Chief Executive Officer," said John Mathys, President and Co-Owner of Dental City. "Over the years, we have watched him grow into an exceptional leader who consistently demonstrates strategic thinking, a deep commitment to our customers, and a passion for our people. Jordan understands what makes Dental City unique, and we are confident his vision and leadership will guide our company to continued success for years to come."

"I am honored by the trust that our owners John and Dave (Withbroe) have placed in me," said Lorenz. "Dental City has an incredible history, a talented team, and a strong commitment to serving dental professionals. I look forward to building on that foundation, investing in innovation, and continuing to deliver exceptional value and service to our customers and partners."

Lorenz will continue to oversee the Sales and Marketing functions during the transition period.

About Dental City

Dental City is a leading dental distributor and supply chain partner serving more than 18,000 dental practices nationwide. The company is committed to delivering quality products, competitive pricing, innovative procurement solutions, and worry-free service that help dental professionals operate more efficiently and provide exceptional patient care.