



## Leigh Feenburg Appointed CEO of Mid-Atlantic Dental Partners

### *Leading DSO Positioned for Strategic Growth*

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PLYMOUTH MEETING, Pa.--(BUSINESS WIRE)-- Mid-Atlantic Dental Partners, one of the nation's largest dental support organizations (DSO), announced today the appointment of Leigh Feenburg to the role of Chief Executive Officer. Formerly COO of Mid-Atlantic, Feenburg will build upon the strong foundation set by Mitchell Goldman, founder and former CEO. Goldman will continue to be actively involved in the business and serve as Executive Chairman on the Board of Directors.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20210316005233/en/>

“The quality of our performance is based on the successful development of our team. Leigh represents the future of our company and will continue to bring new energy and ideas to meet the evolving needs of our customers,” said Mitchell Goldman, former Mid-Atlantic CEO. “We have built this business over the last five years with the help of a fantastic management team which Leigh has been instrumental in assembling. Our growth was unprecedented - and we currently support more than 220 practices in 17 states. It’s time to lean into that growth, and hand over the reins to Leigh. Together with Leigh - we will continue to pursue significant opportunities, focus on strategic initiatives, and grow our affiliated practices.”

With extensive experience in executive, team-driven leadership, Feenburg plans to move the organization forward with robust strategic growth.

“I am humbled and excited about this opportunity to lead the next chapter of our company’s growth and success,” said Feenburg. “Mitch has been a mentor and partner for many years. Together, we are ready to accelerate our growth by building upon the strong foundation we have set. We plan to continue on the path of being an integrated, value-driven, practice-focused organization.”

As Mid-Atlantic COO, Feenburg exemplified a proven track record of success-driving growth and scaling organizational infrastructure, human capital, resources

and processes. “Leigh was instrumental in helping us navigate through a pandemic, and together we grew the business to be one of the top seven DSOs in the country,” continued Goldman. “He is an energetic, articulate and thoughtful leader who is widely respected among our customers, partners, suppliers and investors as well as the entire Mid-Atlantic team base. I find no other person better qualified and suitable to step into the CEO role at Mid-Atlantic, and I look forward to supporting him in my new capacity as Executive Chair.”

Replacing Feenburg as COO is Dawn Vanderlinden, formerly, VP of Operations. “Dawn was a natural fit for this position. When we acquired Dental One, Dawn was the COO. With her proven performance results and leadership skills, she will no doubt succeed in this role.”

Prior to joining Mid-Atlantic, Feenburg was a VP of Operations at Great Expressions Dental Centers. He is a graduate of the University of Florida with a BS in Health Education and Behavioral Science.

#### About Mid-Atlantic Dental Partners

Founded in 2016, Mid-Atlantic Dental Partners offers dentists a DSO model that supports dental professionals by providing marketing, financial, practice information and other business services so dentists and other dental professionals can focus on delivering the highest quality care to their patients. In addition, Mid-Atlantic Dental Partners supported practices offers associate dentists an opportunity to participate in the financial success of the practices. The company currently has 220 practices in 17 states and will continue to expand its national footprint and tap into new markets.

For more information, visit [www.mid-atlanticdental.com](http://www.mid-atlanticdental.com).

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