

Results-driven professional with more than 25 years' experience in the healthcare industry; managing and owning businesses, leading sales, customer service and business expansions. Extensive medical and dental knowledge gained through hands-on experience in multiple offices. Hired, trained and on-boarded more than 50 employees during tenure with successful practice. Effective in increasing profitability through solving operational problems with attention to detail and follow through. Strong work ethic, self-motivated and dedicated to win-win outcome creating lasting relationships for all parties involved.

Core Competencies

Coaching/Personal Development	In/Outbound Marketing	Develop Workforce Strategies
Vendor Negotiation & Management	Project Implementation	Hands-On Clinical Knowledge
Build and Retain Relationships	Team-Building Leadership	Financial Data Analysis/Accounting
Hire / Train / Supervise	Dental Procedure Knowledge	Bilingual English / German
Quick Books Proficient/Bookkeeping	Multiple Practice Management	Dental Software Proficient

PROFESSIONAL EXPERIENCE

APEX DENTAL, Northborough, MA 2004 to 2016
 Russell Street Dental Associates, Worcester, MA

Practice Transition Manager | Sales and Marketing Director | Director of Business Development
 (2014 to 2016)

Led purchase and due diligence of new satellite practice. Expanded marketing strategies and improved patient flow to align and promote brand for both locations. Hired and supervised staff, trained on sales process, building relationships, and customer service.

- Instrumental in the 12- year success of 2-facility business, increasing active patients from 1,200 to 2,800, and optimizing internal systems to accomplish \$2mil/year in production.
- Reduced staff absenteeism by 47% and decreased staff turnover by training, coaching and maintaining close relationships with team members.
- Increased staff members by 35% within 5 months in 2nd location due to increased interest and activity.
- Implemented next-generation (EMR) dental software technology while monitoring P&L, Statement of Cash flows and Income Statement to stay on track with projected goals
- Outperformed company projection and created \$50,000 positive cash flow within the first 6 months of satellite practice ownership.

Sales and Marketing Director| Practice Expansion Project Manager | (2008-2014)

Managed reconstruction project for dental office, increasing working space by 60%. Partnered with dentist in layout design. Researched and purchased chairs, equipment, and setup in-house dental laboratory for the new space. Oversaw contractors and work crew, managed timeline and resolved issues. Initiated marketing strategies to retain patients while drawing interest to newly renovated facility. Trained and focused staff of 14 on customer service excellence.

- Completed expansion which increased production by 40% within 2 years and profitability per patient by 15%.
- Increased new patients by 15-20 per month through sales training of front desk staff and offering same day dentistry services through utilizing 3D printing CEREC CAD Cam technology.
- Established and coordinated community outreach program through Dentistry From the Heart.

Marketing Manager | Business and Finance Manager (2004-2007)

Instrumental in purchase and turnaround of an established but bankrupt dental practice. Designed and aggressively marketed new brand to local community. Devised and optimized financial strategy for business. Inventoried business, researched and purchased various equipment, devices, and tools to improve practice operations and abilities. Managed accounts payables and oversaw accounts receivable activities. Coordinated and managed staff schedules, hiring, and supervision while building lasting relationships within the organization's network.

- Led capital investment purchase of digital X-Ray machine and other technology updates such as Dental Implants, Rotary Endodontic systems and Dental Laser technology. Performed due diligence and made purchasing decisions; capital improvements increased per patient profitability 20%.
- Increased new patient flow by 40% through numerous marketing strategies including targeted online and mail marketing, networking within the Mass Dental Society and hosting continuing education and social events within the WDDS during first years of practice ownership.
- Cut operating budget by \$27,000 through inventory control, eliminating staff waste and negotiating vendor prices.

DR. ROBERT CAPRETTO, Pittsburgh, PA

1999 to 2003

Laboratory Production Manager | Orthodontic Assistant

Managed orthodontic laboratory fabricating 30+ dental appliances weekly and supervised clinical staff of 3. Fabricated dental models, clear splint retainers and hawleys. Coached staff on impression taking techniques and model fabrication using a vacuum plaster mix, vibrator and model trimming tools. Worked closely with patients taking dental impressions, X-Rays and diagnostic models. Performed coronal tooth cleanings, changed orthodontic wires and ties and performed instrument sterilization.

- Reduced remakes by 30% through newly implemented quality control measures. Work approval, precise material handling and fabricating a broader line of appliances delivered significant savings.

DENTAL NET, Watertown, MA

1996 to 1998

Lead Dental Assistant

Worked in multiple locations; prepared treatment rooms and examination rooms. Assisted in dental procedures ranging from simple fillings to complex dental implant surgeries. Polished coronal teeth in children.

- Managed setup of examination rooms, ordering of materials and efficient workflow. Collaborated with dentist on increasing revenue through creating outstanding customer experience.

DR. FRITSCH, Kaufbeuren, Germany

1991 to 1995

Certified Orthodontic Assistant

Worked independently on children and adults in all areas of orthodontic assisting taking 50+ impressions per week. Changed wire ties, gathered diagnostic records and delivered dental hygiene instructions. Thrived in highly competitive fast paced office.

EDUCATIONAL BACKGROUND & AFFILIATIONS

BERUFSSCHULE MARKTOBERDORF, Modern Secondary School Degree Germany, Associate Degree in Dental Assisting

BEDFORD COMMUNITY COLLEGE/ OTHER

Anatomy/Physiology/Marketing/Public Speaking/Literature/Statistics/History

Affiliations

Dentistry from the Heart Charity Event <https://youtu.be/d2DJVuRf2gw>

Active Member USA Triathlon

Certified L1 CrossFit Trainer/Personal Trainer WTSC