

EXECUTIVE SUMMARY

Visionary Executive | Clinical Affairs | Strategic Initiatives | KOL Engagement | B2B Alliance Relationships

Sandy Porritt brings 30 years of dedication as a successful executive leader in the dental industry. Known for her visionary approach and strategic execution, she brings a diverse range of experience in leading and growing successful companies. Recognized and respected as an influential authority among key opinion leaders, dental associations and professional organizations, Sandy brings deep expertise in business growth, Key Opinion Leader engagement, clinical research, product launches, continuing education, and alliance partnerships, making her a pivotal figure in advancing business initiatives and achieving organizational success.

CAREER HIGHLIGHTS

- **Leadership & Growth:** Built a \$4M dental CE company, increasing footprint by 110% in 9 months. Led cross-functional teams of 22.
 - **Business Strategy:** Drove \$26M in revenue growth for a dental financing startup; increased alliance participation by 30% at PDA Holdings.
 - **Product Development:** Directed 45+ US/international clinical studies resulting in 17 product launches across multiple firms.
 - **KOL & Education:** Built and managed 400+ KOL relationships; led 400+ CE programs and created over 150 KOL-supported publications.
 - **Strategic Partnerships:** Negotiated major alliances with top CE organizations and industry leaders; supported \$50M sales org with clinical content.
 - **Digital & Media:** Developed internal multimedia platforms with webinars, live videos, and podcasts supporting 200+ educational session
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CORE COMPETENCIES

- Clinical & Scientific Affairs Leadership
- Product Research & Development
- Strategic Business Development
- Key Opinion Leader Engagement
- Dental Continuing Education & Publications
- Alliance & Institutional Partnerships
- Global Marketing & Brand Strategy
- Executive Team Collaboration & Leadership

PROFESSIONAL EXPERIENCE

DSP CAPITAL PARTNERS | Austin, TX

Founding Partner | Sep 2021 – Present: Providing business strategy and clinical affairs leadership to early-stage and scaling dental companies. Launching KOL and Partnership strategies delivering impactful engagement and brand credibility.

- **Perimetrics (Nov 2024 – Jul 2025):** Developed strategic KOL network (56+ clinicians), institutional alignment, and alliances to support market launch.
- **PDA Holdings (Jun 2023 – Oct 2024):** Increased partner revenue by \$100K+ in 6 months and grew strategic alliance participation by 30%.

DMG AMERICA | Englewood, NJ

Director of Clinical Affairs | May 2017 – Sep 2021: Built and led Clinical Affairs team. Directed product development, clinical strategy, education, and KOL engagement.

- Expanded CE platform from 65 to 300+ courses annually.
- Launched 6 products through 15 KOL evaluations, 6 in-vitro studies, and 5 clinical trials.
- Produced 90+ publications, 50 webinars/podcasts, and 500+ clinical photos.
- Created Young KOL Program to strengthen market presence and future leadership.

CE KARMA | Salt Lake City, UT

President | Jul 2016 – Apr 2017: Founded and scaled \$4M dental continuing education company.

- Built 95 CE courses, hired and managed 22-person internal team.
- Developed marketing, alliances, and KOL educator network.
- Streamlined pro-forma while securing alliance relationships to increase capital

COMPREHENSIVE FINANCE (AcceptCare) | Grapevine, TX

Director of Business Development | Jan 2014 – Nov 2015: Identified, developed and implement partnership solutions for early-stage dental financing startup.

- Drove \$26M+ in revenue growth through B2B partnerships solutions.
- Built business strategy, marketing materials, promotions, publications, video content, website, and social media strategies for national expansion.

HERAEUS KULZER LLC | South Bend, IN

Sr. Manager, Scientific & Clinical Affairs | Jun 2006 – Jan 2014: Led Clinical Affairs for a \$50 million sales organization, overseeing \$1.4M annual budget

- Provided marketing branding strategies, KOL endorsement, continuing education platforms, product development, and market awareness.
- Launched 8 products through clinical trials and field research.

SUMMIT DENTAL STUDY GROUP | Tacoma, WA

Director of Communications | Nov 1995 – Jan 2006: Co-founded and led a multi-state dental continuing education organization serving over 400 members

- Designed and managed the annual curriculum for 32 CE programs, recruiting top Key Opinion Leaders to deliver advanced clinical and business education.
- Oversaw all aspects of operations, including board coordination, member services, and venue planning, ensuring high-quality program delivery and growth.

EDUCATION & AFFILIATIONS

- AACD Professional Education Committee (2011–2013)
 - AACD / University Educators Forum (2012–2013)
 - Continuing education coursework in marketing, leadership, and dental product innovation
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KEY OPINION LEADER RELATIONS

Key Opinion Leader relationships in the dental industry are crucial to the development and success of brand awareness, market relevance, education, product development, and product sales. These relationships can take years to build and even longer to obtain a high level of trust. I am honored to have achieved this level and depth of relationship with many respected leaders in the dental profession. This is an asset and strength that I bring to a company.

Gerard Chiche, DDS – LSU School of Dentistry

"Sandy is first-class. She's a top-notch professional who organizes large-scale projects with incredible precision."

Gary Radz, DDS – Downtown Denver Sleep Solutions

"Sandy has terrific organizational and people skills. She understands dentistry as well as any dentist I know."

Steve Ratcliff, DDS, MS – EVP, Spear Education

"Sandy personifies client service and relationship management. She listens, delivers, and uplifts with joy."

Brian P. LeSage DDS, FAACD - Owner at Beverly Hills Institute of Dental Esthetics

"Sandy has exceptional organizational and people skills. She treats you like you were a business partner with great respect and a caring attitude second to none when actually, she has hired you to do a task. There are few that have her knowledge base of business and people, which makes for a fun, remarkable and productive business outcome. There are few that come close to her talents."