




Vanessa Elwell

Dental Marketing Consultant

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EDUCATION

Diploma in Marketing Communications
Chartered Institute of Marketing, 2005

Certificate in Marketing Communications,
Chartered Institute of Marketing 2003

National Certificate of Dental Nursing,
Trained at Royal London Hospital.

PROFILE

An accomplished executive with 25 years of experience in strategic dental marketing, business management, and sales within the dental sector. Vanessa is adept at running a business, delivering marketing on a budget, delivering board-level presentations, and hands-on tasks. She excels at nurturing high-performing teams and leveraging her creativity to solve company issues and drive sales.

Currently, Vanessa is thriving as an independent marketing consultant, servicing four separate practices, which she has done over the past eight years. This role has allowed her to successfully implement bespoke marketing strategies that have significantly increased patient acquisition rates, bolstered dental referrals, and greatly improved the overall business performance of each practice.

"I made the conscious decision to depart from the corporate world and fully immerse myself in the realm of direct-to-patient marketing. This transition has afforded me the opportunity to delve deeper into the intricacies of dental practices, by wholeheartedly embracing this change, I have not only broadened my knowledge but also gained a profound insight into the businesses of dentists".

CAREER HIGHLIGHTS

- Over the course of eight years, I have contributed my expertise to just four practices, demonstrating the value and recognition of my work. As a freelancer, it is important to deliver exceptional results, as there is always the possibility of being replaced if your work falls short of expectations.
- Independent consultant for Meisinger Implants GmbH
- Independent consultant for Neodent Ltd UK launch between 2017 and 2019.
- Turned around a failing company as Managing Director of Internet Dental Marketing (2013-2015), achieving set sales targets within an 18-month period.
- Internationally recognised as Head of Marketing at Straumann Ltd (2005-2012), where she led strategic marketing and planning.
- Awarded Gillette Sales Person of the Year in 1993.
- Began her career as a Dental Nurse, swiftly transitioning into dental sales with Gillette.

CAREER HISTORY

Independent Dental marketing consultant (2015 - Current)

Referral and business manager for four private practices. 16 days per month

Vanessa currently provides comprehensive marketing services for four distinct dental practices. Her role involves an in-depth analysis of each practice's unique challenges and opportunities, followed by the development and execution of tailored marketing strategies. These strategies encompass both digital and traditional marketing channels, ensuring a well-rounded approach. Her responsibilities extend to monitoring and adjusting these strategies based on their performance, with a consistent focus on enhancing patient acquisition rates, referrals, and overall business growth. This hands-on role allows me to directly address the business needs of each practice, driving measurable improvements and contributing significantly to their success.

Independent social media consultant for Meisinger Implants. 4-days per month

In her role as a social media consultant for Meisinger Implants, Vanessa leverages her marketing expertise to create and manage the brand's social media presence. She dedicates four days per month to this role, meticulously crafting engaging content, promoting Meisinger's products, and interacting with the online dental community. Her innovative strategies have amplified brand awareness, fortified customer relationships, and fostered an interactive online community. Vanessa's proficiency in social media management has not only increased Meisinger's digital footprint but also positively influenced their market position within Europe.

Internet Dental Marketing, Managing Director (July 2013 -2015)

Revitalised a failing company, developing a start-up business plan and marketing strategy that reached dental practices and grew sales. Developed and executed digital marketing strategies and assessed marketing performance to optimise SEO planning.

Straumann Ltd, Head of Marketing (2005 – July 2013)

Led the development of strategic marketing and planning processes, advised managers, and guided competitive positioning. Maintained strong relations with key accounts, press, and publication companies and assisted in international programs and launches.

Managing a dynamic team of product managers and marketing experts has been a hallmark of my career. As a leader, I prioritised creating a collaborative work environment that encourages open communication and absolute mutual respect.

With a fun approach, I orchestrated team efforts, aligned responsibilities with business goals, and promoted synergy, while regular feedback sessions acknowledged contributions and supported professional growth. This boosted productivity and fostered a stimulating work culture.

Straumann Ltd, Marketing Manager (2000 – 2005)

Managed the marketing team and implemented strategies, managed budgets, and oversaw national events and internal communications. Worked with external agencies to develop communication materials and PR activities.

Straumann Ltd, Territory Manager (1996 – 2000)

Presented the Straumann Dental Implant System to the general dental population, delivered teaching programs, met sales targets, and established productive relations with dental clients.

Gillette, Ethical Sales Representative (June 1991-November 1995)

Hooper Homes, Sales Negotiator (1989-1991)

Green Lawns Dental Practice, Dental Nurse (1987 -1989)