

# DR. BLAINE LEEDS, DDS

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## DENTISTRY EXPERTISE

Clear Aligner Treatment  
Telehealth Consulting  
Doctor-Directed AI Development  
Dental Realignment  
Large Aesthetic Cases  
Multidisciplinary Practice Leadership  
Restorative and Endodontics  
Oral Sedation Care  
Practice Management/Growth  
Hygiene Program Development  
Sleep Apnea Diagnostics/Treatment  
Patient Management  
Public Policy Development

## BUSINESS EXPERTISE

Business Leadership  
Financial Strategy  
Extensive Crypto and Blockchain  
Entrepreneurship  
Business Strategy  
Investor Relations Strategy  
Fundraising and Development  
Income Stream Strategy  
Investor Relations Strategy  
National Network Development  
Recruitment and Retention  
Marketing Tactics  
Social Media Strategy  
Business Growth  
Capital Expenditures  
Mergers and Acquisitions  
Mobile App Development  
Industry Disruption  
Cost Controls

## EDUCATION

### **Harvard University**

Certificate in Alternative  
Investments (online)

### **The University of Tennessee**

Doctor of Dental Surgery,  
Dental Clinical Sciences 1996  
*Graduated with Honors; Awarded  
Freshman Academic Scholar Award*

### **Arkansas Tech University**

Bachelor of Science, Chemistry 1991  
*Outstanding Male Senior Recognition;  
President of Student Body (SGA)*

## *Advancing the Art and Science of Strategic Leadership*

## CAREER ACHIEVEMENTS

- DDS Licensed in **12 states**; 28 Years of general dentist practice; 25 years of entrepreneurship and consulting; 17 Years in entertainment and band management; 17 Years in radio broadcasting
- Helped C-suite leaders grow one company's revenue from **\$50M annually to an IPO of \$8.6B in just 20 months**
- Public advocate for sleep apnea issues for children, appearing on **Yahoo Finance, ABC, NBC, CBS, Fox**, and numerous podcasts; Recently authored book, "What Happens When Your Child Doesn't Sleep"
- Renowned dental industry disruptor, leveraging technology to expand access of oral health to millions; Created remote cosmetic business model for aligners; Developed SmileFinder app that connected patients to providers
- **Among first 177 general dentists in the US certified by Invisalign**; Extensive consultation and representation work with top teeth straightening brands such as **Invisalign (leading provider 2017-18)**, **OrthoFX**, **Smile Direct Club (top provider 2018-Present)**, and **Candid**
- Recognized as Telehealth expert, having helped two organizations build networks of over 1100 doctors treating patients in all 50 states and Puerto Rico
- **Lobbied multiple state legislatures** to enact public health policy informed orthodontics and access to care issues impacting millions of people
- Performed hundreds of live shows as lead singer for classic rock cover band; Delivered radio play-by-play for hundreds of high school and college sporting events
- Helped thousands of patients achieve a beautiful and healthy smile, breathe and sleep better, and in some cases performed life-saving interventions

## WORK HISTORY

### **Clear Aligner** | Cosmetic Dentist

2017 – Present

*Deliver cosmetic dentistry via telehealth model serving 30K+ patients; Develop and execute cost-efficient dental solutions and strategies for providers.*

- Generated **\$44M in revenues**, innovative target engagement strategies
- Disrupted cosmetic dentistry market, **building remote business service model** that maintains high levels of patient satisfaction and service
- Expanded new market opportunities through **Vivos training certification** (Institute of Craniofacial Sleep Medicine), including traditional CPAP solutions

### **Dr. Blaine Leeds, DDS, Inc.** | Clinical Dentist

1996 – Present

*Achieved clinical and business acumen, building community trust at multiple practices, acquiring and prospering each through forward-thinking operational leadership, personnel management, marketing savvy, and personable relationships; Sedated 3K+ patients.*

- Merged third practice (2015) with **high-growth** DSO in 500K city and larger metro region
- Boldly **invested** \$100K in state-of-the-art technology; recouped 100% within six months
- **Revitalized** second private practice (2011), growing 93% within 20 months; and took most recent practice from \$313K to \$1.1M
- Devised multiple effective **visibility** campaigns through effective marketing mix strategies that include outdoor, print, radio, sponsorships and more; Successfully targeted and built social media communities that delivered engaging and informative content
- Hired/train **dynamic teams** that embrace practice vision and values, including attentiveness to quality care, passion for oral health, and complementary personalities
- Modeled and directed team **communications** toward trust-building dialogue that de-escalated dental phobias and anxiety

## NOTEWORTHY

**Credentials:** DDS Licensure in 12 states, CA, FL, NY, NJ, MA, IL, MI, SC, UT, AR, AL, TN

**App Development:** Developed Smile Finder mobile app in 2015, executing model similar to Uber, helping patients locate nearby dentists and facilitate virtual exams; Collaborated with tech company on GPS functionality; Leveraged insurance industry desire to permit and reimburse virtual consults; Identified five income streams, projecting at \$24M in five years; Researched target list of investors.

**Fundraising/Philanthropy:** Planned, organized, and executed \$3.1M fundraising program with team of 20 called Touching Tomorrow Today benefitting Clarksville, AR, nonprofit; Funded \$1500 annual Don & Joan Sevier Scholarship to Arkansas Tech University; contributed annual scholarship funds to University of the Ozarks, and donated to The Razorback Foundation at University of Arkansas.

**Professional Connectivity:** Curated and maintain robust professional network through The American Academy of Cosmetic Dentistry, The American Dental Association, The Academy of General Dentistry, and The Dental Organization for Conscious Sedation.

**Continuing Education:** Dawson Academy scholar; Reformed and led Nashville Study Club

**Mentored:** Mentored by Imitiaz Manji, founder of Spear Education; Completed five-week residency with Dr. Barry Chase (Chase Dental Sleep Care in Manhattan)

## WORK HISTORY continued

**On the Verge** | Lead Singer/Manager 2006 – Present  
*Demonstrated ability to pivot and parlay management expertise with artistic interests, performing as a lead singer and manager for seven-piece classic rock and roll cover band; Perform 15–18 shows annually, opening for Kansas, .38 Special, The Steve Miller Band, Little Big Town, Travis Tritt, and Restless Heart, along with numerous corporate events, benefits, and festivals.*

- Hands on with all aspects of band **management**, including bookings, technical sound and stage details, and merchandising
- Build strong communicative **relationships** with venue managers, coordinators, and planners to ensure quality and memorable performances
- Co-direct music sets (30 per show) with other band members, accounting for audience, venue size, and in **collaboration** with event organizers

**Ozark Mountain Broadcasting** | Managing Partner 2006 – Present  
*Serve as one of four owners/managing partners of broadcasting entity, KXIO 106.9FM; Performed market needs/opportunity assessment and re-branded for classic rock format; Provide executive strategic leadership, including financing, organizational management, and consulting to multiple media production affiliates in western Arkansas.*

- Took **audacious** action in reformatting the station twice, from contemporary country to adult contemporary to eventually popular classic rock
- Successfully **negotiated** the purchase of the station (Western Arkansas), representing ownership group interests; Transitioned to financier of station

**KXIO 106.9 FM** | Sports Director 2006 – 2013  
*Provided daily radio sportscasts during morning show and evening sports roundups, covering The University of the Ozarks, Clarksville Panthers, and all local high schools, The Arkansas Razorbacks, and all national sports; Served as play-by-play voice of KXIO.*

- Earned local **notoriety** as on-air personality, broadcasting twice daily, five days a week in 12–14-minute segments
- Delivered **play-by-play** game call for university and 5A high school sports, plus some national events; And handled statewide pre- and post-game radio for University of Arkansas football and baseball (across 33 stations)