

AACD Application – Corporate Member
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A) Why are you applying for this position?

I am actually re-applying for this position as I assumed the Corporate seat on the Board of Directors in Fall of 2018, to continue the term for my predecessor. In April 2019, I was elected to finish out the term of my predecessor. I am now applying for a full term.

The AACD has always been synonymous with high-quality dentistry by maximizing restorative outcomes with highly esthetic results. Having the opportunity to work in an industry that truly has the potential to help improve a person's life by improving their smile has been very fulfilling. Supporting and participating in AACD's events and education programs have raised that level of fulfillment even higher. It is important that the Academy continue to succeed in order to provide dental professionals who strive to be the best they can be with educational opportunities and a community of like-minded colleagues. I would like to do my part to make sure the AACD continues to succeed by being the Corporate Member on the AACD's Board of Directors. Based on my 28 years of experience working with dental manufacturers, distributors and dental associations across North America, I believe that I can add value to the Academy by providing insight into the future of our industry and offer advice as to how the AACD might position themselves to attract new members while maintaining existing members.

Over my career I have attended more than 20 of the AACD's Scientific Sessions. After joining Ivoclar Vivadent in 1998, the annual session became one of my key responsibilities. While I was primarily responsible for the company's tradeshow booth and the Corporate Sponsored Workshops during the Annual Session, I also had the opportunity to participate in a many of the sponsored education events during the year. Throughout my professional career, I have become friends with several members of the Academy and have celebrated as many achieved their Accreditation and Fellowship.

I believe in the mission and objectives of the AACD and would very much like to do my part by continuing to help drive the Academy and dentistry forward.

B) Have you served on boards in the past? If so, what have you learned from this experience?

I have served on several committees and advisory teams for dental associations specific to Tradeshows and Continuing Education programs.

I am currently a member of the Executive Team at Ivoclar Vivadent in the role of Senior Vice President – Clinical Sales (USA) where together we are responsible for developing strategies to drive our business forward in North America.

I am a member of Ivoclar Vivadent's International Advisory Team (IAT). The team is comprised of leaders from major subsidiaries around the globe who meet to discuss global trends within the dental industry and their impact on our business and future growth opportunities. Together we advise and work with the Corporate Management Board to develop the Global Strategic Plan for Ivoclar Vivadent AG (Schaan, Liechtenstein.) My biggest takeaways from all of these

experiences is how important it is to work as a team, find and benefit from each members' strengths and to treat people with respect. It is also important to maintain an open-mind, to listen and understand the needs, opportunities, and challenges of others, which may vary from culture to culture.

C) We are interested in learning about your leadership skills and organizational style. Tell us what we could expect and how you work with others. Be specific as possible.

1. I lead by example. I am always willing to roll up my sleeves and get involved when necessary. The first step in being a leader is to be prepared and organized. Fact gathering and listening is fundamental to the success of this this approach.
2. It is important to have a game plan outlining your objectives. This serves as your team's blueprint to make sure the team stays on task and meets deadlines. Along the way, it is important to communicate with each other as well as measure effectiveness.
3. Great leaders are accessible. I have an open door policy where the team knows they can come in and talk. My office is a "safe zone".
4. I incorporate a "bend don't break" attitude. Leading a team of 80 at Ivoclar Vivadent continues to be a great learning experience. I am learning from these experiences every day.
5. I inspire the team to dream and think big. Our goal is to "create memories" for our customers by doing our very best. We push the envelope, so motivating the team is very important! Celebrating our wins and recognizing top performers is even more important.

D) Serving the AACD requires people to take on projects and see them to completion, often working with others to accomplish specific goals. Tell us about your accomplishments and approach to fulfilling obligations.

As Senior Vice President – Clinical Sales at Ivoclar Vivadent, I am responsible for overseeing all our sales initiatives within the USA. This includes responsibility for creating strategies to achieve more than 30% of the Global Clinical Sales for Ivoclar Vivadent AG. At any given time, the team is managing the achievement of sales objectives in multiple categories. We accomplish this by maintaining a clear line of communication. Team members are empowered to make decisions and are accountable for achieving all financial objectives following our strategic plan. We meet as necessary, set specific deadlines and delegate responsibilities. Teamwork is essential and each member of the team understands the stake they hold in achieving our local and global objectives.

E) The AACD offers our members a superb opportunity to form friendships which could be brought into conflict when policy decisions or approaches must be addressed. Tell us about how you might balance those friendships when policy or ethical issues create such a conflict.

First and foremost, honesty and integrity need to be established. I also believe that if you treat people with respect and listen carefully you can always find a solution or compromise that meets the needs of the majority. It is important to be consistent and fair. This is how I would approach these situations.

F) What do you bring to this position that is unique or distinctive? How will you make a difference?

During my tenure at Ivoclar Vivadent, I have had the privilege of working for Bob Ganley, one of the industry's most well respected CEOs. He has been an amazing mentor. In particular, his work ethic, vision and dedication to our company has had a profound impact. I would bring these same ideals to the Board. This, combined with my 28 years of experience as a member of the marketing and sales teams allows me to look at things differently. Over the years, I have also been able to create many alliances and key partnerships. I will continue to leverage these relationships and apply them where necessary. For starters, the AACD's membership is declining. My priority is to help develop a "feeder" program where dental students and young dentists see the value and benefits of the AACD. These can be fueled by social media campaigns and young dentist groups like Ignite DDS.

G) Please give us an idea of where you see your interests and expertise supporting the advancement of the AACD Strategic plan and reflecting an alignment with the Academy's core purpose.

For the past 15 years, I have been the person at Ivoclar Vivadent that plans our educational programs at the annual session. Creating practical, yet entertaining educational programs is a strategy I am very focused on. I would also like to be involved with retaining and recruiting new members. Lastly, Ivoclar Vivadent has been promoting quality esthetic dentistry to the consumer for many years. I believe that the AACD can benefit from a similar strategy by capitalizing on its valuable brand recognition and promoting the advantages of seeking out a dentist who is an Accredited Member or Fellow of the AACD.

H) Ultimately, the purpose of serving the AACD is to support our membership. Tell us how you see yourself relating to the membership and forming a bridge between the Board and our members.

During my MBA studies a few years back, I learned many things, but nothing more important than the psychology of understanding people and their behaviors. Relationship management is key to this success. It's important to listen to people and understand their needs. I plan to be very active, accessible and forward thinking by presenting new ideas to the Board and the Membership.

I) Please list any leadership courses or webinars taken. Leadership training is highly recommended

Over my 28 years in the dental industry, I have participated in many leadership programs. Since joining Ivoclar Vivadent, I have participated in leadership programs allowing me to continuously advance within the organization. These programs ranged from interviews and workshops to multi-day intensive programs.

OSB International Systemic Consulting - Leadership Excellence Program – This program, customized for Ivoclar Vivadent, focused on Leadership skills for the Senior Level Executives & Directors. Over the course of three 3-day programs participants worked in small groups to learn new skills and apply them to existing issues/challenges within their departments.

xplore Leadership and Development – This weeklong program consisted of total immersion into self-reflection and leadership discovery. Participants were put into highly intense situations and through roleplaying were tasked with solving all types of issues.

YSC Consulting – Executive Leadership & Development interviews followed by customized learning tools designed to enhance your leadership skills preparing you for

J) What else should we know in order to consider you as an applicant for this position?

I feel that I am a well-balanced person. While, I work extremely hard and am extremely committed to the projects I take on, I always find time for fun. Away from dentistry, I like to workout, travel and spend time with my family. My latest hobby in life is Scuba Diving. This approach keeps me grounded and allows me to maintain a positive outlook. I truly appreciate all that life and my job with Ivoclar Vivadent has to offer. I feel blessed and compelled to give back any way I can.

K) Has any dental licensing board taken adverse action against your license or is there any action pending? If yes, please explain

(Not Applicable.)

L) I) Have you ever been convicted of a felony or are there any charges pending or under investigation? If yes, please explain

No.