

# Grace Gerrity

## AACD Member Since

Not sure. Attended meetings for 20 years...

## What position are you applying for?

☒ Corporate Representative - Board of Directors

## Are you an Accredited Member?

☐ No

## Provide your condensed bio in one paragraph

Grace Gerrity, MBA is Vice President of Market and Communications for Ivoclar Inc. In that role, she oversees the company's North American advertising and marketing communication teams, developing creative strategies and messaging for all major marketing and advertising campaigns. As a 25-year management executive at Ivoclar Inc., Ms. Gerrity has been instrumental in cultivating, leading, and inspiring cross-functional marketing, digital, and video communication teams to exceed expectations. Joining the company in 1996 as the Director of Corporate Marketing Services, Ms. Gerrity successfully led campaign developments for new products and revisions to flagship brands as well as produced all events at major trade shows. Throughout her tenure, Ms. Gerrity also has been a professor at the State University of New York at Fredonia and in 2016 she was honored with the New York State Chancellor's Award for Excellence in Adjunct Teaching. Ms. Gerrity currently serves on the Board of Directors of the American Academy of Cosmetic Dentistry.

Prior to joining Ivoclar Inc., Ms. Gerrity began her career in a prestigious ad agency in Port Washington, New York where she served such clients as Jaguar's Accessories Division, as well as Intercoiffure and L'Oréal in the beauty industry. After receiving her MBA Degree, she broadened her professional experience and expertise by moving to DNKY/Donna Karen Beauty Company. Team-oriented, and an action-driven leader, Ms. Gerrity's innovative and creative marketing efforts continue to expand business outcomes for Ivoclar Inc. while maintaining the company's reputation for delivering high-quality, esthetic product lines for the dental industry.

## List current or previous volunteer leadership positions (committees/boards) you've held within the AACD

Board of Directors and Finance Committee

## Describe any leadership experience you've had within your community or other dental organizations

Award Winning Educator, Management Leader at Ivoclar

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

I have served on the AACD Board of Directors for the past 2 years. This experience has reinforced my belief in the need for strong leadership and team building to achieve initiatives and goals set forth by the organization. Setting and clearly communicating realistic goals and expectations and then monitoring the progress at each phase is critical to the successful outcome of a project. As an AACD board member and as professor of marketing and communications programs at the State University of New York at Fredonia as well as in my role at Ivoclar, I believe that listening often is as important as speaking up.

## Why are you applying for this position?

My tenure as a member of the AACD Board of Directors has been a rewarding learning experience

both professionally and personally. I believe, as a team, we have made great strides over the past two years, but our work is not done. I am applying because I am excited about continuing to contribute and support current and future initiatives of the AACD. I believe my contributions bring value to the conversation and positively impact the mission of the organization.

**What is your vision for the future of the AACD?**

I believe that we as a team can continue to build strong customer connections and offer even stronger customer experiences to drive enhanced outcomes for the organization as a whole. By mentoring and encouraging those working to achieve membership, we are "advancing excellence in the art and science of comprehensive cosmetic dentistry and encouraging the highest standards of ethical conduct and responsible patient care." Ivoclar and the AACD are both in the business of making people smile and I am very passionate about providing patients with life-changing experiences and outcomes.

**We are interested in learning about your leadership skills and organization style. Tell us what we could expect and how you work with others. Be specific.**

I am a team-oriented action-driven leader seeking to find and implement solutions for an organization. As a member of the AACD Board of Directors, I believe I have proven over the past two years my ability to seek out and build strong partnerships with team members to formulate and implement initiatives and goals that strengthen the organization. I pride myself on sharing a vision with my team members that allows us all to dream about what we can accomplish together. My fundamental philosophy for achieving a successful outcome on any project is that you first need to create a joint vision and then set goals to achieve the shared vision.

**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.**

The AACD Board of Directors has accomplished a great deal over the past two years and tackled difficult issues. Working together as a team we have proposed a budget that ensures the long-term fiscal health of the organization; proposed increasing annual dues to better reflect the high regard and respect of members' who earn the Accreditation credentialing. As a team we are always working to the betterment of the organization. My fundamental philosophy for achieving a successful outcome on any project is that you first need to create a joint vision and then set goals to achieve the shared vision. Strong, transparent and mindful leadership goes a long way toward working to achieve a common goal.

**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.**

As an executive of a large corporation and a member of the AACD Board of Directors for the past two years, the pandemic and politics have tested my ability to balance company/organization interests and differing employee/member needs. Tough corporate and organizational decisions often had to be made to preserve the livelihood of the company, which tested the strong relationships and friendships I have formed over my 27-year career. I pride myself on being able to maintain and nurture those friendships and working relationships from executive to customer level despite the difficulties and differences.

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

My relationship with academia, dentists and laboratory technicians as well as current AACD members is a nice blend to build a culture of attraction for the AACD by encouraging a mentoring relationship to inspire dental students, dentists and technicians to see the value in joining the AACD. Having worked in the dental

industry for 27 years I have built strong relationships with AACD members, academia, our dental customers and organizations that are critical to identifying potential new members, especially among dental school graduates.

Never stop learning is a core value of mine. I will parlay this educational philosophy to encourage others to stay on the learning journey to be the best. Through my relationship with IV, I believe I can bring our commitment to attract the best and most progressive in our industry to the table to promote best practices in

dentistry and the latest esthetic dental solutions. My experiences in helping build the Ivoclar Academy learning portal made our organization realize the value of offering education through a variety of media much the same as AACD does with its AACD Central. We have found that in order to earn the trust and confidence of dentists and technicians, you must educate them first and sell them a product later. We can continue to build on the Ivoclar/AACD commitment to bring a world- class curriculum of courses to the AACD annual session.

**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.**

From a manufacturer perspective, mutually sharing feedback and aspirations from AACD members is very important to the success of the organization and its livelihood. Dental product manufacturers have had to change the way we conduct business and increasingly look for data to make educated decisions. The more data the Association can share with manufacturers in order to develop common strategies and business goals, the better for both.

**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.**

I am a creative and innovative thinker with a skill set focused on driving, nurturing and shaping the customer experience and journey. Keeping abreast of major changes and shifts in the clinical and technical business environments is critical to keeping customers/members informed, engaged, and learning in order to maintain a successful, best-in-class practice and laboratory. This member-centric approach, I believe, demonstrates the importance we need to place on developing initiatives that support the values and needs of the membership while building on the vision and mission of the AACD.

**What unique ideas do you have to build and grow our membership?**

I like the proposal of increasing our efforts to provide remote education for those who don't want to travel. I am personally hoping we can move forward and test the long-term symposium initiative developed over the last year. For some remote learners 6 to 8 separate sessions of education would be helpful, convenient, and will keep the Association top of mind. I am hoping we can test this concept in 2024.

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

Advanced Leadership Certification  
OSB International Consulting, December 2021

Marketing Analytics  
Wharton Executive Education, May 2022

Finance Fundamentals for Managing Cost Centers, December 2021

Financial Literacy for Corporate Fiscal Health, November 2021

Digital Transformation: Leading People, Data & Technology  
UC Berkley, May 2021

Digital Marketing: Customer Engagement, Planning & Analytics  
Columbia Business School, January 2021

Finance Fundamentals for Managing Cost Centers, December 2, 2022

Financial Literacy for Corporate Fiscal Health, November 21, 2022

Mission Collaboration Fellowship, will complete December 23, 2023

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

I am an adventurer who loves to travel the world in my free time. My favorite trips have been to the Galapagos Islands where I went diving with 300+ dolphins and to Morocco camping in the desert. I live on an 80-acre farm where we grow grapes for Welch's as well as for local wineries and love to cook and entertain in my 1850s farmhouse. My love for animals is boundless, in particular my love for Newfoundland and Golden Retriever dogs.