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www.instituteofaesthetictraining.com

SUMMARY

Owner and President Institute of Aesthetic Training. Medical practice development, In-Service training and Aesthetic Consulting professional.

- In-depth knowledge of both clinical procedures and business development for medical practices. Proven ability to deliver custom solutions as a consultant improving management skills, patient care and clinical expertise practitioners.
- Recognized expert on implementation of laser systems and other aesthetic treatments. Skilled at creating new profit centers for existing practices by introducing new technologies and services. Train medical professionals to perform and promote aesthetic treatments.
- Additional expertise in marketing and advertising for aesthetic practices, sales training and patient relations training.
- Known for professionalism, reliability and consistently achieving client's goals.
- Specialized consulting software (Inform and Enhance, NexTech, SpaSoft, Aesthetic PC, Millenium and SpaMedica) as well as business applications.

CLINICAL SKILLS

Lumenis Laser System Certifications in Lumenis One, Clear 100, Light Sheer Diode ET/XC/EP/EC/Duet, Skin Scape Microdermabrasion System, Quantum IPL/DL, Vasculite IPL System, Clear Light, Relume, Aluma Skin renewal System, Ultra Pulse CO2 Fractionated System/Active FX/Deep FX/Total FX.

Syneron elos Laser System Certifications in eMax includes IPL SR/SRA, ReFirme Skin Tightening, DSL Laser Hair Removal, VelaSmooth Body Contouring, VelaShape Body Contouring, Trinity Facial Treatment, eLaser, eLight, Matrix IR.

Reliant Technology System Certification in Fraxel Skin Rejuvenation.

Palomar Medical Laser System Certifications in Starlux 100, Starlux 300, Starlux 500, IPL (LuxV, LuxYs, LuxY, LuxG), LuxR/Rs (IPL Hair Removal), Lux1064 ND:Yag Laser, LuxDeep IR Fractional Skin Tightening Laser, Lux1540 Fractional Non-Ablative Skin Resurfacing Laser, Lux2940 Fractional Ablative Skin resurfacing.

Sciton Medical Laser System Certifications in Sciton BBL IPL Photorejuvenation, SkinTyte Collagen Remodeling System, Sciton Profile/Contour Micro Laser Peel.

Candela Laser System Certifications in GentleLase Laser Hair Removal/Skin Rejuvenation/WrinkleReduction/Vascular,GentleYag Laser Hair LaserHairRemoval/Skin Rejuvenation/Skin TighteningVascular, Smoothbeam Laser Wrinkle/Acne Scars/Acne, Vbeam Vascular/Acne/Acne Scars.

HOYA ConBio Laser System Certifications in MedLite C6 Laser tattoo Removal/Vascular/Pigmented Lesions/Wrinkles/Acne Scars.

Cosmeceutical Consulting: Vibraderm, AFA/Biopelle, Innovative Skin Care, La Jolla Spa MD, Topix Pharmaceuticals, Revision Skin Care, Neostrata, Exuviance, Epicuren, Obagi Medical, Jane Iredale, SkinCeuticals, LaRoche Posay, SesValia, SesDerma, Alchimie, Rhonda Allison, Murad, Fallene, NeoCutis, Blinc Inc., Glytone, GlyMed, PCA Skin, Vivant Pharmaceuticals.

Aesthetic Consulting: IPL, Laser Hair Removal, Facial Resurfacing, Facial Fractional Resurfacing, Botox, Dysport, Radiesse, Restylane, Juvaderm, Collagen, Sculptra, Perlane, Surgiderm, Belotero, NT201,FAMI Fat Transfer, Breast Augmentation, Schlerotherapy, Endoscopic Facelift and Browlift, Facelift, Blepharoplasty, Rhinoplasty, Thermage, Visage/Coblation, Fraxel, CO2, Erbium, Chin and Cheek Inplants, Tumescant Liposuction, SlimLipo, Abdominoplasty, Otoplasty, Platysmaplasty, Body Contouring, Mesotherapy.

PROFESSIONAL EXPERIENCE

Laser Practice Consultant/Clinical Education Specialist: Coherent Medical, Santa Clara, CA (1993-2001)
Global leader in medical lasers. Install laser equipment and provide in-service training for practitioners throughout the United States. Includes Internal Medicine, Family Practice, ENT, Cosmetic Surgeons, OB/GYN and Dermatology practices. Provided business for laser system customers.

Laser Practice Consultant/Clinical Education Specialist: Lumenis Medical United States, Santa Clara, CA (2001-present) Merger into Lumenis, Inc. 2001
Global leader in medical and aesthetic lasers and light-based technologies. Install laser equipment and provide laser in-service training for practioners throughout the United States including internal medicine, family practice, ENT, cosmetic surgery, OB/GYN and dermatology practices. Provides business consulting for laser system customers, training them in marketing and practice development skills.

- Conduct demonstrations of medical laser technologies and clinical laser treatments at aesthetic and medical conferences and workshops.
- Conduct presentations on laser center practices for physicians, corporate managers and investors.
- Train Lumenis sales representatives, emphasizing knowledge of clinical laser applications for various medical specialties.

Laser Practice Consultant/Clinical Education Specialist: Lumenis Medical International, Yokneam, Israel (2001-present)

Global leader in medical and aesthetic lasers and light-based technologies. Install laser equipment and provide laser in-service training for practitioners throughout Europe, UAE, Asia Pacific and Asia. Training for Dermatology, Plastic Surgery and Universities. Clinical and business consulting services provided for laser distributors.

- Conduct demonstrations of medical laser technologies and clinical laser treatments for Universities, distributors and physicians.
- Conduct presentations on laser practices for physicians, government officials, corporate managers and investors.
- Train Lumenis International distributors and sales staff, emphasizing knowledge of clinical laser applications for various medical specialties.

Laser Practice Consultant/Education Specialist: Syneron Medical United States Irvine, CA (2006-present)

Leader in aesthetic lasers and light-based Radio Frequency Technology. Business Consulting services provided for sales staff, distributors and physicians throughout the United States and Canada. Internal medicine, family practice, OB/GYN, cosmetic surgeons, ENT, Emergency Room, plastic surgeons practices included.

- Conduct demonstrations of medical laser technologies and clinical laser treatments at aesthetic and medical workshops and conferences.
- Conduct presentations on laser center practices for physicians, corporate managers and investors.
- Train Syneron sales representatives, emphasizing knowledge of clinical laser applications for various medical specialties.

Laser Practice Consultant/Speaker: Syneron Medical United States Irvine, CA (2006-present)

Recognized speaker on laser and light systems for all medical practices in United States and Canadian market. Business development and consulting for established aesthetic practices, franchise model and emerging physicians.

Institute of Aesthetic Training/Aesthetic Practice Consultant/Clinical Trainer: Owner and President. Placentia, CA (1994-present) Worldwide

Web site: www.instituteofaesthetictraining.com

Provides advanced laser and aesthetic medical device training worldwide. Longest established clinical and aesthetic practice consultant in the aesthetics industry to date.

Clinical and business trainer for medical practices, including franchises. Advise practitioners and staff on setup and marketing of lasers, light sources, Botox, fillers and other aesthetic treatment systems. Train medical staff on best practices for sales, marketing, client relations, medical recordkeeping and business operations. Instrumental in startup and ongoing management of aesthetic medical clinics and day spa.

Coordinates architects, contractors and interior decorators in planning and construction of offices. Hire and train all staff. Establish administrative systems. Develop systems to support expansion to several additional locations. Specializes in coordination of surgical and medical aesthetic practices, introducing laser and ancillary services.

In charge of management, marketing and business development for world renowned cosmetic surgery practices. Training on patient consultations, educating cosmetic surgery patients about procedures and pre and post operative care. Highly skilled in print advertising and community relations for practices. Manage scheduling, billing, recordkeeping and customer relations using specialized practice management software.

Install, train and promote laser, light-based and aesthetic services to over 350 practices worldwide. Successfully increased total practice revenues over 120% within 4 months.

Providing training for certification allowing physicians to apply for medical malpractice insurance.

TRAINING AND EDUCATION

RMA License: Maric Medical College, CA Graduated with Honors (1993)

Advanced IPL Certification: Masters Program in IPL and Laser technology, San Francisco, CA (2003) Program developed by Vic A. Narurkar, MD, Jeffery Dover, MD, Stephen Mullholland, MD and Mitchel Goldman, MD among other industry leaders.

Laser Safety Officer Course: ASLMS (American Society of Laser Medicine) (1994-present)

Coherent Laser Systems Training: United States (1993-2001)

Lumenis International IPL/Laser Systems Training: (United States, Europe, Asia) (2003-present).

Syneron Laser Systems Training: United States (2006-present)

Candela Laser Systems Training: United States (1994-present)

Hoya ConBio Laser Systems Training: United States (2008-present)

Palomar Laser Systems Training: United States and International (2006-present)

Sciton Laser Systems Training: United States (2007-present)

Reliant Laser Systems Training: United States (2006-present)

Medical Preceptorships: Dr. Mitchel Goldman, Dermatology, La Jolla, CA. Industry leader in lasers and light sources. Dr. Jaggi Rao, Dermatology, University of Alberta Canada. Research and development on laser and light sources. Dr. Richard Fitzpatrick, Dermatology, La Jolla, CA. Industry leader in lasers specializing in CO2 resurfacing. Dr. Robert Singer, Plastic Surgery, La Jolla, CA. Industry pioneer and world speaker/educator. Dr. Eliot Battle, Dermatologist, Chevy Chase, MD. Industry leader Medial Advisory Board for laser manufacturers specializing in ethnic skin. Dr. Stephen Mullholland, Plastic Surgery, Toronto, Canada. Laser and surgical leader for Canada. R. Rox Anderson, MD Pioneer in BioMedical Engineering, Wellman Institute of PhotoMedicine, Boston Mass General Hospital.

PROFESSIONAL ASSOCIATIONS

Dermatology Nurses Association (DNA) Develop and present seminars on benefits of using major pharmaceutical companies' products in dermatology and aesthetic practices.

American Medical Technologists (AMT)

American Society of Laser Medicine Surgery (ASLMS)

Medical Spa Society

International Spa Society (ISPA)

Aesthetic Practice Association