



FOR IMMEDIATE RELEASE

Dr. Chris Salierno Joins Cellerant Consulting Group and Best of Class Panel

Washington, DC; April 17, 2018 – Cellerant Consulting Group is excited to announce that Dr. Chris Salierno has joined the company as the newest member of its esteemed Chief Development Officer (CDO) team. Dr. Salierno has also joined the Cellerant Best of Class Technology Award panel of judges which is currently concluding deliberations for 2018 award winners that began in February at the Chicago Midwinter Meeting.

“Chris is an important addition to the Cellerant CDO team,” said Dr. Lou Shuman CEO and founder of Cellerant Consulting Group. Chris joins fellow CDOs Marty Jablow DMD, Paul Feuerstein DMD, and John Flucke DDS. Chief Development officers play a critical role to Cellerant’s corporate clients by providing early stage product design input, hands-on evaluation, and high quality post-launch clinical education to the dental community. “Chris has rapidly emerged as one of the most respected voices in the dental community combining expert clinical knowledge with tremendous insights on the products and technology that will make modern dental practices successful for the future.”

In addition to practicing dentistry, Dr. Salierno is the Chief Editor of Dental Economics. He lectures internationally on clinical dentistry, practice management, and leadership development. He has served as the National President of the American Student Dental Association and Chair of the ADA New Dentist Committee. He is currently a general dentist in his Long Island, New York based practice and graduated from Stony Brook School of Dental Medicine in 2005.

“Dr. Shuman and the Cellerant team fill a unique position in accelerating the development and market growth of important new products and services for dental manufacturers” said Dr. Salierno. “It’s clear from Cellerant’s client portfolio that they continue to attract the innovators of next generation dental technologies,” Salierno goes on. “It’s an honor to join this team and work with this dynamic group of clients.”

“We have been fortunate that Cellerant has grown rapidly since its launch two years ago,” said Dr. Shuman. “It’s the perfect time and opportunity to add someone of Chris’s caliber to the team as a CDO. As a member of the Best of Class panel Chris also brings great perspective to judging the best technologies from a practice growth perspective,” said Dr. Shuman.

About Cellerant Consulting Group

Founded and led by CEO Lou Shuman, DMD, CAGS Cellerant provides strategic dental market insights, clinical expertise, and implementation resources to accelerate growth for client dental companies. Cellerant services include product development, accelerated market awareness due to intimate relationships with the media community, new concept incubation, clinical product evaluation, manufacturing, seed funding, continuing education program development and CE sponsorship, 510k support, strategic branding and marketing, corporate social media, website development and online marketing resources, lead generation and dental media relations management. As an orthodontist and former owner of a 10-doctor multi-specialty private group practice, Dr. Shuman guides clients to develop offerings that connect with and engage dental customers on a relationship level that provides sustained differentiation. Cellerant operates under a unique



CELLERANT
CONSULTING GROUP



model that merges leading voices in clinical product evaluation and strategic partner companies to provide a menu of services from one easily accessible network.

About the Cellerant Best of Class Technology Award

Since the inaugural presentation in 2009, the “Best of Class” Technology Awards have grown to occupy a unique space in dentistry, by creating awareness in the community of manufacturers that are driving the discussion as to how practices will operate now and in the future.

The selection process relies on an expert panel of dentists recognized as thought leaders and educators that includes Dr. Paul Feuerstein, Dr. John Flucke, Dr. Marty Jablow, Dr. Chris Salierno and Dr. Lou Shuman. Over the course of each year, the panel members seek out and conduct research on potentially practice-changing technologies, with official deliberations beginning at the Chicago Midwinter and final selection concluding in May. Panelists are precluded from voting in any category where they have consulting relationships. The entire selection process is conducted rigorously and managed on an unbiased not-for-profit basis.

For more information on the Cellerant Best of Class Awards go to www.cellerantconsulting.com/BestofClass.

Press Contact

Cellerant Consulting Group

John Kringel
Sr. Executive Consultant
Cellerant Consulting Group
Phone: 800-884-5707 ext. 102
info@cellerantconsulting.com
www.cellerantconsulting.com