



FOR IMMEDIATE RELEASE

Russ Bonafede Joins Cellerant Consulting Group

Alexandria, VA; February 13, 2019 – Cellerant Consulting Group is excited to announce that Russ Bonafede is joining the company as a Senior Executive Consultant.

“Russ brings a wealth of dental device experience to Cellerant spanning the dental implant, biomaterials, and orthodontic segments,” said Dr. Lou Shuman, CEO and founder of Cellerant Consulting Group. “We are eager to see his 30 years of commercial and C-suite experience leveraged for the benefit of Cellerant clientele.”

Most recently, Russ served as Chief Executive Officer of Keystone Dental Inc. Prior to that, he held Chief Commercial Officer/President roles with Zest Dental Solutions and also served as President of Henry Schein Orthodontics during a pivotal growth phase. Preceding his leadership roles, Russ came up through a Marketing tract having served as Vice-President of Global Marketing for both Zimmer Dental and Biomet 3i prior to their merger. He has held nearly every position in the Marketing function over his career and holds a BS in Marketing from S.U.N.Y Plattsburgh as well as an MBA from San Diego State University, graduating from both institutions with honors.

“I’m fortunate to be able to join such a capable group with growing momentum in the dental industry” said Mr. Bonafede. “The ability to help early stage companies accelerate their progress and success by tapping into the collective abilities and experience of the group is going to be a very rewarding experience.”

“Cellerant’s growing reputation, results-based track record, and client referrals are enabling the firm to prosper,” said Dr. Shuman. “Having Russ as part of the group complements the experience set of the existing team and allows us to take on an even more diversified client base.”



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

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