

Kathleen E. Hamilton, BSEd DENTAL HYGIENE, DDS, MBA

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- **1996 – 2008 EMS - ELECTRO MEDICAL SYSTEMS, INC., Dallas, TX**
Swiss manufacturer of medical and dental ultrasound technology. Sold internationally through distribution channels.
- **2000-Dec 2008 PRESIDENT – EMS US Subsidiary**
Reported to CEO, EMS SA., Nyon, Switzerland. Budget responsibility.
Turned around money losing company, cutting losses by 82% in year 1 and 58% in year 2. Revenue increased 50%. Company reached profitability for first time in its history. These successes were accomplished by reorganization and restructuring operations, service department and sales force. Improved relationship with distributors, doubling sales with key distributor. Built relationships with other manufacturers to increase market for products. Identified partner to expand sales in veterinary field for dental products. Organized after sales service department and increased revenue 12 x. Expanded department with addition of veterinary service and medical device service with Boston Scientific.
Developed highly successful marketing strategy partnering with JP Institute to increase product sales by hands-on training through dental seminars. Quality system/SOP's drafted and implemented, per FDA guidelines to improve operations. Implementation of strategy to place technology in schools.
Effectively managed US relationship with European peers and corporate management. Communication was essential to enlist their support of US operations after several failed attempts in this market.
- **1998- 2000 VICE PRESIDENT – Sales & Marketing, Dental Software**
Managed start-up business unit with budget responsibility. Initiated sales effort with training of eight dental hygienist sales associates. Initial sales targeted at university and research markets. Explored partnerships with companies to incorporate software into their systems. Created training CD for end users. Continued product development with university by developing auxiliary product to improve performance. Oversight of large-scale clinical trial for auxiliary product. Promoted to President.
- **1996-1998 PRODUCT MANAGER – Dental Software**
Managed university relationship for commercialization of diagnostic software product. Lead technical team through final stages of product development, initiated Beta testing and preparation of the 510K filing. Responsible for product launch, coordinating package design, sales collaterals, advertising, cost and price analysis. Published in refereed professional journals.
After several years of successful product responsibility, promoted to Vice President of sales and marketing for new business unit.

POSITIONS IN HEALTHCARE

- **1985-1992** **DENTIST**, Dallas, Texas
Worked both as an associate and owner of dental practices. Expert understanding of the clinical practice of dentistry. Participated in extensive continuing education to improve and enhance technical and managerial skills through the Pankey Institute CI-V, Schuster Center for Professional Development and Quest Management. Developed and presented complex treatment proposals, overcame objections. Hired, trained and supervised personnel. Implemented marketing strategies, internal and external, for expansion of patient base.
- **1975-1981** **DENTAL HYGIENIST**, Dallas, Texas and Erie, Pennsylvania
Practiced part-time while pursuing B.S. degree. Graduated in 1977, practiced full-time with Drs. Tucker and Grimaldi, Erie PA. Relocated to Dallas, TX, employed full-time with Dr. James Bledsoe. Returned to Dental School 1981.
- **1972-1975** **DENTAL HYGIENIST, Hamot Hospital Children's Dental Clinic**,
Erie, Pennsylvania
Developed children's dental health program for new hospital clinic. Program included dental health screenings, maintenance, preventive instruction and nutritional counseling with hospital dietician. Motivated families to incorporate dental care into daily routine and return for checkups. Created PBS program for local station on nutrition and preventive dentistry. Worked with Headstart facilities, presented dental health programs in classroom. Left position, returned to school for BS degree.

EDUCATION and TRAINING

Twelve (12) hours of continuing education in dentistry to meet requirements for yearly licensure renewal.

Universidad Internacional - The Center for Linguistic Multicultural Studies Sept 2008
Intensive Spanish Executive Program, Cuernavaca, Mexico

MIT, Sloan School of Management, Nov 2005, Strategic Marketing for the Technical Executive.

Penn Dental, Wharton School of Management, May 2003, Addressing the Challenges of the Dental Industry and Profession in the 21st Century.

University of Texas at Dallas, 17 credit hours toward MS in Accounting, 1995-1996

University of Texas at Dallas, MBA (Emphasis in Finance), 1995

Baylor College of Dentistry, Dallas, TX, DDS, 1985

Edinboro University, Edinboro, PA, BS Ed., 1977

Erie Community College, Buffalo, NY, AAS Dental Hygiene, 1972

PROFESSIONAL ORGANIZATIONS

- Institute of Business Appraisers
- 2005 -2008 Member, Dallas Regional Chamber of Commerce
- FEB 2007-JAN 2009 Board of Directors, Dallas Regional Chamber of Commerce
- Technology Business Council Member, Dallas Regional Chamber of Commerce
- 2007 Chairman, Life Sciences Committee, Dallas Regional Chamber of Commerce
- Chairman, 2007 Annual life sciences meeting
- Capital Connections, Committee Member
- CEO Roundtable, Member
- BioDFW Member
- Mentor – STARTech Early Ventures, Richardson, TX
- Advisor – N-TEC, Frisco, TX
- Leadership Dallas – Class of 2007
- Leadership Dallas Mentoring Program, 2007-Present

PUBLICATIONS

- Harrel SK, Hidalgo-Rivera F, Shulman JD, Hamilton, KE. Surface Alterations Caused by Diamond Coated Ultrasonic Tips: An in vitro Evaluation of a New Ultrasonic Tip. Submitted for publication in 2008.
- Hamilton KE. What's New in Air Polishing? Incisal Edge. 2004 May-Jul; Vol.9/No.4:18-9.
- Hamilton KE. Good Vibrations for your Practice. Incisal Edge. 2004 Jan-Feb; Vol 9/No.8:26-8.
- Harvard Management Update: Real-Time Learning: How the Best Companies and Leaders Make it Happen; Article reprint #U00501D,2004
- DoveSB, McDavid WD, Hamilton KE. Analysis of sensitivity and specificity of a new digital subtraction system: an in-vitro study. Oral Surg Oral Med Oral Pathol Oral Radio Endod. 2000June;89(6):771-6.
- Nummikoski PV, Steffensen B, Hamilton KE, Dove SB. Clinical validation of a new subtraction radiology technique for periodontal bone loss detection. J. Periodontol.2000Apr;71(4):598-605.

LICENSES

Current Texas Dental License - #14640

LANGUAGES

Conversational Spanish

Currently working with private tutor on weekly basis with goal of fluency.