

# JILL OBROCHTA , RDH BS

jill@weww.life  
941-302-2110  
Sarasota, FL 34221

## EDUCATION

Loyola University, Chicago  
*Bachelor of Science:*  
Dental Hygiene / Marketing

Dental Hygiene Licenses :  
CA, IL, PA, FL

## PROFESSIONAL CERTIFICATIONS -

*American Dental Hygienists  
Association* | **Member**

*OSAP Member with  
Advanced Infection  
Control* | **Certification**

*AGD/PACE Continuing  
Education* | **Provider**

*Crest (P & G) Dentalcare.com  
CE Curriculum* | **Published  
Author & National Speaker**

*Committee Member* | *The  
Dental Advisor Evaluator  
Committee*

*American Academy of Dental  
OSHA Compliance Specialists  
(AADOCS)* | **Founder**

*RYT-200 Yoga Teacher  
Training* | **Certification**

## PROFESSIONAL SUMMARY

TRAINING & SALES SPECIALIST | HEALTHCARE  
EDUCATOR | ACCOMPLISHED SPEAKER &  
AUTHOR | PROVEN SALES RECORDS | FORMER  
SUCCESSFUL BUSINESS OWNER | REGISTERED  
DENTAL HYGIENIST

Demonstrated Transformational Leadership & Sales as a National Healthcare Business Owner in the Infection Control niche of dental education; Influenced the USA Dental Profession during Covid.

Stellar Relationships with major National Suppliers, Vendors and Dental Practices; Past Dental Sales Territory Executive with proven record.

Researched, & Developed esteemed National Brand of Compliance Solutions in conjunction with HIPAA law makers / OSHA inspectors. Authored (30) + Continuing Education Courses.

Compelling Speaker, Presenter & Host: TV, Webinar, Lunch & Learn, Podcast expertise. Earned National AGD/PACE Accreditation, offering USA dental professionals continuing education credits.

Managed the changing Infection Control environment by researching and developing timely Covid Compliance Training Modules for the USA dental market. An engaging speaker and writer that excels at influencing executive leadership, medical / dental teams and community leaders.

## WORK HISTORY

### Health First Medical & Dental

Senior Manager / Strategic Advisor (Post-Acquisition) to Scale  
*Mukilteo, WA • 2022-Present*

### Formerly Dental Enhancements, Inc. (DEI)

Founder, Director / COO  
*Sarasota, FL • 2012 - 2022*

Actively served as Director / Strategic Advisor / R & D Lead; Grew DEI to be a nationally acclaimed OSHA & HIPAA solutions company; Developed content for (30+) OSHA & HIPAA online Continuing Education Courses for healthcare professionals. Hired & trained a high-performance group of (15) team members. Developed custom CRM software for eCommerce/ subscription memberships & compliance management portal. Monthly subscriptions held steady at \$80K-\$100K monthly; Sold company in 2022 to a major, (\$13B) dental supplier.

- Served Health First in an advisory role to scale organizational growth, integrate team members, merge software & further develop technology.
- Grew sales from zero to \$1.5M in 10 years.
- Launched a subscription-based program that generated \$800K+ in annual sales.
- Mentored Compliance Trainers through a 700-hour Certification Curriculum to become Compliance Proficient Experts.
- Presented DSO Sales Presentations to Top-Management; Cultivated Relationships; Managed Sales Funnel.
- Served 6,000+ dental facilities nationally; Certified 30,000+ dental professionals.

## WORK HISTORY (contd.)

### SPEAKER ENGAGEMENTS

Dental Town: Dentistry  
Uncensored/Howard  
Farran 2020,

Yankee Dental  
Convention 2017-2020,

Benco Centerpointe,  
Texas 2016-2019,

Lakewood Ranch  
Medical Center &  
LOE TV 2019,

BLABB TV-Channel 21  
Smile Centre Sarasota,  
FL 2012-2018

DR.TV Cocoa Beach, FL  
2017-2019, Today's

Health/CNBC TV show,  
2016

Tampa Bay Fashion  
Week, 2015-2018

Good Morning Tampa  
Bay 2018

Sarasota Film Festival  
2015-2018

What Every Woman  
Wants TV 2011-2015

### **Patterson Dental Supplies | South Florida**

*B2B Sales Consultant*

*St. Pete, FL 2003 - 2012*

Achieved targeted revenue growth and profitability through marketing, sales, business development, and healthcare continuing education. Grew territory, hit monetary goals, resolved challenges, and managed key relationships for accelerated business growth.

- Sales relationship with Dentists / Owners to provide equipment, supplies & technology that enhanced performance & fiscal targets.
  - Provided strategic consulting on dental supply equipment across Southwest Florida territories.
- Spearheaded marketing strategies that initiated territory expansion to \$1M within the first 12 months.
  - Lead Professional Leadership Workshops that encouraged new development within territory.
- Represented 3M/ ESPE in launch of Clin Pro 5000 prescription toothpaste.

### **COLLAGENEX PHARMACEUTICALS**

*Sales Development*

*Ft. Lauderdale, FL 1997-2003*

Introduced drug for treatment to inhibit periodontal disease to dental practices / pharmacies in South Florida. Delivered Workshops and sales presentations. Managed territory sales, product inventory and client relationships to unfailingly achieve quotas and service standards.

- Ranked in top 5 sales performers for 4 consecutive years; Managed a successful PERIOSTAT™ product launch; Served on the corporate Advisory Board.

### **SPECIAL TRAINING & PROFESSIONAL DEVELOPMENT**

CDC Infection Prevention in Dental Setting

Crest Pro Health Products

Understanding Meta-Analysis & EBDM in Dentistry

Mineral Infusion Therapies/3M ESPE

CAD-CAM Technologies in Dentistry

Intra-Oral Camera Protocol & Digital Radiography

Piezio Scaler / Advanced Cavitron Debridement Technique

### **PUBLISHED WORK**

OSHA Made EASY Manuals, Training Videos & eForms 1998 - 2024

HIPAA made EASY Manuals, Training Videos & eForms 2003 - 2024

Benco's Incisal Edge Magazine, Content Contributor 2016 - 2022

Proctor & Gamble/DentalCare.com

Chairside Proficiency with the IntraOral Camers 2019

Best Practices with Intra-Oral Cameras 2019 Miami

Dade College Intra-Oral Camera Educational Training Video 2018

**References Available upon Request**

