



# Meet OUR Panelists

**Shils Fund Mission: To recognize, develop and connect innovative health care entrepreneurs to industry leaders to advance oral health and its impact on overall health.**



**Dr. Michael Florman, Florman Orthodontics - Los Angeles, CA**

With a decade of experience in general dentistry, Dr. Florman, an esteemed orthodontist and visionary entrepreneur, pursued specialization in orthodontics, obtaining his Orthodontic Specialty Certificate from New York University in 2003. Founding The Academy of Dental Therapeutics and Stomatology after dental school, Dr. Florman revolutionized dental education with self-study programs, growing it into one of the largest CE providers in the U.S. In 2007, Dental Economics Magazine acquired his CE company. Continuing his entrepreneurial journey, Dr. Florman developed EverSmile Aligner Fresh, the world's first wearable orthodontic aligner cleaner. Dr. Florman's influence extends beyond product innovation, guiding prominent dental companies and holding numerous patents. [florman@everbrands.com](mailto:florman@everbrands.com)



**Naomi Cooper, President & CEO of Minoa Marketing and Co-Founder of Genly - Los Angeles, CA**

Naomi Cooper Hochman is a 20-year dental industry marketing veteran and an expert consultant, speaker and author. She is also an innovative leader, entrepreneur and founder of two companies; Minoa Marketing, where she serves as President & CEO and Co-Founder, and Genly (formerly Doctor Distillery), which provides 100+ of the most successful brands in the dental industry a gateway for advertising to dentists online via B2C channels. Naomi was previously the long-time Vice President of Marketing for 1-800-DENTIST as well as Chief Marketing Consultant for Pride Institute.

[naomi@doctordistillery.com](mailto:naomi@doctordistillery.com)



**Dr. Tina Saw, Founder and CEO of Oral Genome - San Diego, CA**

With over 15 years of experience in the dental industry, Dr. Saw holds a DDS from Loma Linda University's School of Dentistry and a BA in Biology from Case Western Reserve University. As an entrepreneur and dentist with a passion for philanthropy and a drive to build health equity, she has founded multiple companies and used her skills and resources to help underserved communities. Dr. Saw is the founder and CEO of Oral Genome, a point-of-care dental saliva testing company that aims to transform dental prevention and early disease detection for providers and their patients. Additionally, she founded Harmony Health Foundation, a non-profit dedicated to advancing health equity and improving healthcare access for underserved communities. Dr. Saw also collaborates with various states on public health projects through Harmony Health, furthering her commitment to community wellness.

[drtinasaw@oralgenome.com](mailto:drtinasaw@oralgenome.com)



**Arthur Mateen, Executive Vice President, General Manager & Director of Bien Air USA, Inc. - Los Angeles, CA**

With over 26 years in his current position, Mr. Mateen oversees the North American subsidiary of the world's largest manufacturer of electric handpieces for dental applications, providing advanced technology products to 50 US and Canadian dental schools. He holds advisory positions at prestigious institutions including the University of North Carolina School of Dentistry, High Point University, Workman School of Dentistry, and University of Kentucky College of Dentistry. Additionally, Mr. Mateen is involved with the Executive Committee of CRET (Center for Research & Education in Technology) and the ADEA (American Dental Educational Association) corporate council. Mr. Mateen collaborates closely with dental school deans and faculty to implement training programs for students, including initiatives with UCLA and other institutions to provide training at local FQHCs and DSOs. [arthur.mateen@bienair.com](mailto:arthur.mateen@bienair.com)

## MODERATOR

**Keith Drayer, President, Shils Entrepreneurial Fund - New York, NY**

Keith is a consultant to Henry Schein, Inc., has lectured at dental schools globally and is an active contributor to industry and philanthropic groups holding several elected and appointed leadership positions. In addition to serving as President of the Shils Fund, he serves on the Boards and elected positions of several NGOs as well as three leading Dental Schools.

[keith.drayer@gmail.com](mailto:keith.drayer@gmail.com)

