

Tyler Barnett Public Relations

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CariFree 

Bio: Carri Cady, Vice President of Sales and Marketing

As the Director of Sales and Marketing for Oral BioTech, manufacturer of CariFree cavity prevention products, Carri Cady plays an integral role in growing and executing the company's mission. As a child, Cady was born without several of her permanent teeth, a condition which immediately instilled the importance of having a healthy smile within her. Because of her vast dental needs, Cady realized at a young age the huge impact that great dental care could make. She aimed to provide the sense of security that came with healthy teeth to others who were suffering from dental afflictions, whether due to cavities or other infections.

In 2000, Cady attended Shoreline Community College in Seattle, Washington, where she graduated valedictorian in 2002 and received her Associates Degree in Science Dental Hygiene. She went on to perfect her trade, attending the Academy of Laser Dentistry where she was granted certification for her use of soft tissue lasers. After spending close to seven years working as a dental hygienist, Cady began work as a hygiene consultant, coaching hygienists to effective communication, case presentation, treatment plan acceptance, and in the adoption of new technology.

Although Cady's passion for dental health was immense, she knew that she could still do much more. Rather than just help the eight patients who reclined in her chair each day, Cady wanted to reach the masses. In 2006, Cady had the opportunity to meet Dr. V. Kim Kutsch, a highly regarded dental practitioner who was in the early development phases for the CariFree system. Cady immediately began working as an independent representative for CariFree which, over the next four years, quickly escalated to her current position as the Vice President of Sales and Marketing.

Cady has lectured various professionals from within the dental field offering encouragement to stay up-to-date with the many cutting-edge techniques that continue to evolve and revolutionize the fight on cavities. Her mission, to promote dental health and hygiene by encompassing evidence-based techniques, technology, and treatments, has brought her, and CariFree, to the forefront of the dental evolution.