

DR. VLADISLAV DVOYRIS, DMD, MBA

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I am a Doctor of Dental Medicine (Hebrew University, 2009) and an MBA graduate (Technion, 2012), who has pivoted to the world of business management and digital product consulting.

EXPERIENCE

VP Marketing and Clinical Education, Abracadabra Implants Ltd.

Since January 2018 – ongoing

Abracadabra is a startup company disrupting the field of dental implant-supported restorations with an innovative line of telescopic friction-retained prostheses.

- My duties include planning and creation of marketing materials and media; direction of the company's social media policy; management of scientific publications and contacts with the academic community; public speaking on behalf of the company in scientific and clinical conferences.

Scientific, Content and Digital Advisor – self-employed

Since October 2014 – ongoing

- I have advised various medical and dental enterprises, including manufacturers and healthcare providers. Current and past clients include **Diagnocat** (Dental AI startup), **GlaxoSmithKline** (Pharmaceutical Corporate), **Dentsply-Sirona** (Dental Supplies Corporate Manufacturer), **Divident** (Dental Devices Importer), **Ditron Dental** (Dental Implantables), **Dentalist.co** (Medical Investments Startup). I lead a team of website design and digital marketing specialists.
- **Services provided include:**
 - Scientific advisory and consultation to entrepreneurs, investors, medical and dental professionals and clinics;
 - Digital marketing services, including website design, content creation, social media management and SEO;
 - Professional appraisal of dental startup companies;
 - Communication with investors and other KOLs;
 - Writing and copy-editing of professional articles for scientific journals and blogs;
 - Active participation in trade shows and exhibitions.
- Experienced in clinical research, with several published peer-reviewed articles. GCP qualified.
- Eloquent and multicultural public speaker, with excellent interpersonal skills, creativity, initiative, and a wide business scope. Lecturing in Hebrew, English and Russian.

Director of Community and Marketing, Coller Institute of Venture, Tel Aviv University

2016-2018

- Duties included international community management; business development, creation, and maintenance of professional relationships with academic and commercial partners; web and social network presence; event planning and management in Israel and abroad, including large-scale conferences; public speaking on behalf of the institute in Israel and abroad.
- Seasoned in project management, negotiation, working in a start-up environment inside the campus and fast-paced delivery.
- Responsible for planning and reporting of the Institute's marketing and community activities.
- Tripled the number of relevant community members in 10 months.

Dental Officer, Israel Defense Forces

2009 – 2014

- Practicing dentist and commanding officer in several military dental clinics of the IDF and IAF.
- Duties included medical and administrative management of two dental clinics (brigade-level and regional).
- Performing research in dental education and public health, with several publications (see list below).
- Additional activities included research of military medical history, hosting foreign visitors, print production of various publications.
 - *Citation of the IDF Chief Surgeon for an outstanding research in military medical history.*
- Reserve duty – as Dental Officer in the IDF Medical Corps, commissioned to the Navy.

President, Jerusalem Society of Medical Students (2 consecutive terms)

2007 – 2009

- Duties included public and press relations, project management, fiscal management of the organization, budget planning, business relations with suppliers and service providers, hosting of benefactors and VIPs, foreign relations with sister organizations and medical facilities in Israel and abroad. Managed a team of 20 employees, providing social, cultural and academic services to 3,000 students of various medical professions.

EDUCATION

- 2012 **MBA** — Technion – Israel Institute of Technology, Haifa, Israel.
- 2009 **Doctor of Dental Medicine** — Hebrew University, Jerusalem, Israel.
 - *Awarded with the Arav Prize for an outstanding DMD thesis.*
- 2005 **B.Med.Sc.** — Hebrew University, Jerusalem, Israel

PUBLIC AND VOLUNTARY ACTIVITY

- **Alpha Omega International Dental Fraternity** (*since 2006*)
 - Member since 2006. Tel Aviv Chapter President – 2013-2017. Israel Regent – 2017 + 2020 (incoming).
 - Presidential citations for exceptional service – 2010, 2014
 - Presidential gratitude for volunteering – 2017
 - Seasoned in project management, business planning, scientific writing, press and public relations, fundraising, event planning and communication.
- **Israel Association of Oral Implantology** (*since 2013*)
 - Website and scientific publications editor since 2014.
 - Extraordinary board member since 2014.
 - Board member at-large since 2019.
- **Nativ – The Liaison Bureau** under the Office of the Prime-Minister of Israel (*since 2016*)
 - Volunteer lecturer and public speaker in Israel and abroad.
 - 2017 – Certificate of Appreciation for Collaboration from the acting head of Nativ
- **Fellow of the International College of Dentists** (*since 2021*)

LANGUAGE PROFICIENCY

- Fluent in **English, Hebrew** and **Russian**. Certified as translator (English-Hebrew-Russian) and editor (Hebrew) by the Israel Translators Association (recognition certificate #101).
- Seasoned in public speaking, scientific and literary writing in all three languages.

COMPUTER PROFICIENCY

- Web applications: Wordpress (expert), Salesforce, basic HTML and CSS skills
- Well-experienced in digital marketing, marketing automation, website design and construction
- Adobe Photoshop, Adobe Premiere, MsOffice Suite

LIST OF PUBLICATIONS

1. Dvoyris V, Bader T, **Paediatrics**, in: E. Bar On et al. (eds.), **Field Hospitals: A Comprehensive Guide for Preparation and Operation**, 1st ed., 2020, Cambridge University Press, ISBN 978-1-107-14132-2
 2. Dvoyris V, Baev V, Goldenberg C, Hassidim A, Fiterman D, Bader T, Glassberg E. **Improving Competence in Dental Avulsion Management among Military First-Aid Providers**. Archives Oral Maxillofac Surg 2017, 1(1):8-13
 3. Dvoyris V, Broza Y, Hourri-Haddad Y, Haick H, Weiss EY. **Identification of Oral Pathogenic Bacteria by Signature Volatile Organic Compounds**. [Conference Proceedings - Internet] In: IADR/PER 2016 Congress, Jerusalem, Israel: [cited 2017 Jun 10]. Available from: https://per2016.zerista.com/event/member?item_id=4915655
 4. Dvoyris V, Kreiss Y, Bader T, **Treatment Capabilities of Field Hospitals at War and Mass-Casualty Disasters**, in: N. Wolfson et al. (eds.), Orthopedics in Disasters: Orthopedic Injuries in Natural Disasters and Mass Casualty Events, 1st ed., 2016, Springer-Verlag Berlin Heidelberg, pp. 37-46. DOI 10.1007 / ISBN 978-3-662-48950-5_5
 5. Dvoyris V, Baev V, Goldenberg C, Hassidim A, Bader T, Glassberg E, **Knocked Out – Improving dental trauma management skills among military first aid providers**, Poster presentation at the 2015 MHSRS Conference, August 18, 2015, Ft. Lauderdale, FL, USA
 6. Ianculovici C, Dvoyris V, Shenkman A, **Distance E-Learning Model for IDF Dentists**, Refuat Hapeh Vehashinayim, 2012, 29(1), pp. 48-53,66 [Hebrew]
 7. Friedlander-Barenboim S, Dvoyris V, Kaufman E, **Does Granisetron Eliminate the Gag Reflex? A crossover, double-blind, placebo-controlled pilot study**. Anesth Prog, 2009, 56(1), pp. 3-8
- Numerous publications in Hebrew medical and dental journals (a list will be provided upon request).