

Lou Shuman, DMD, CAGS, President of Pride Institute - Dr. Lou Shuman brings a wealth of experience and expertise to Pride Institute in the areas of strategic relations, emerging technologies, internet strategy, practice management and marketing. By enhancing and developing Pride's growth in these key areas, Dr Shuman is creating new methods to reach and teach the essential skills of successful dentistry and orthodontics in the 21st century. He is the creator of the Pride "Best of Class" Awards, an unbiased nonprofit initiative that in conjunction with the leading technology experts in the field, selects annually the most important technologies in the industry. The impact of this initiative has resulted in cooperation of the major journals and the ADA in providing education and presentation of the technologies at the ADA Annual Session, the Greater New York Meeting, and in Dental Products Report, Dentistry Today, Dental Economics, and ADA News.

Prior to becoming President of Pride Institute, Dr Shuman served as Vice President of Clinical Education and Strategic Relations at Align Technology for seven years. During that time he was responsible for the clinical creation of GP and Orthodontic clinical programs, was the professional and clinical lead on multiple concept development projects, including the creation of Vivera retainers, and integrated the Invisalign technique into orthodontic and dental school curriculums throughout North America including NYU, Harvard University, University of Illinois at Chicago, and the University of Texas at San Antonio, as well as into associations, institutes, and organizations including the ADA, AGD, The Scottsdale Center for Dentistry, The Pankey Institute, and The Dawson Center for Advanced Studies.

He is recognized as an outstanding speaker and educator and has lectured extensively throughout the United States, Canada, Europe, and Japan, including every major meeting in the US. He has written articles in every major dental publication, including Dentistry Today, Dental Economics, Dental Products Report, Inside Dentistry to name a few. As one of the founders of rdental.com he created the state of the art EEI, enhanced educational interface engine, which ultimately led to providing on line education exclusively for the ADA, AGD, and Drs. Gordon Christensen, Frank Spear, Pete Dawson, and Stan Malamed, Vince Kokich among many others. He is the past owner of a 10-doctor private group practice where he specialized in Adult Orthodontics, and has an extensive background in orthodontic and general dental practice management. He is a member of the Clinical Advisory Board at *Dentistry Today*, and was personally selected from a nationwide pool of key opinion leaders to speak at Gordon Christensen's Annual LDS Meeting in 2007, being cited as "one of the most influential dentists in the country today." This is Dr. Shuman's seventh year in a row to be selected as "One of the Top CE Leaders in Dentistry" by Dentistry Today magazine.