

Daniel A. Bobrow, MBA (finance), MBA (marketing)



Daniel A. 'Danny' Bobrow is the Founding Executive Committee Chair and Treasurer of The American Academy for Oral Systemic Health (AAOSH).

He is also President of AIM Dental Marketing, serving clients throughout North America, and executive director of Climb For A Cause™, and The SmileTree™ the former organizing and promoting participation in outdoor events, the latter allowing practices to 'adopt' one or more dental education and treatment projects overseas.

Danny is host of the acclaimed web based educational Series **PracticePerfection.**™ and the LinkedIn oral systemic health group (Keyword: AAOSH).

Mr. Bobrow lectures nationwide and has been published in: DPR World (as The Marketing Insider), New Dentist, Dental Angle, CDS Review, Dental Compare, Dental Practice Management, My Dental Channel, Strategies For Success, Modern Hygienist, New Docs, Office Magic, Pink Tooth, Solutions Quarterly, Dentistry Today, AGD Impact, DentalEDU.tv, and as the What's Working in Dental Marketing Today columnist for Dental Economics.

He is a Member of the American Association of Dental Office Managers (AADOM), and a Charter Member of the Speaking and Consulting Network (SCN).

Daniel is also a Certified Dental Practice Consultant, and chaired the Website Committee of The Academy of Dental Management Consultants

In 2010 he was inducted into the American Academy of Dental Practice Administrators (AADPA) and in 2011 the American Academy of Private Physicians and Academy of General Dentistry.

He is a certified personal trainer, health coach, outdoor emergency care technician, Alpine Patroller in the National Ski Patrol, and Volunteer Mountain Bike Patroller.

Mr. Bobrow holds a Bachelor of Science degree in Economics from The University of Illinois, and Masters of Business Administration Degrees (MBAs) in finance and marketing from The University of Chicago and The Katholieke Universiteit Leuven, Belgium, respectively. He also holds various Certifications ranging from Insurance to Wilderness First Aid.

He is author of The State of The Art In Dentistry Marketing and contributing author to Powerful Practice Vol. II. He is also the creator, in collaboration with Dr. Bill Blatchford, of The Art of First Impressions (TAFI)©

Mr. Bobrow has a passion for rock and ice climbing, alpine and nordic skiing, mountaineering, and adventure racing. His mountaineering and racing exploits have been chronicled by Windy City Sports (now Competitor), Private Clubs, Red Book, Vertical Jones, Daily Herald, The Chicago Tribune, and other publications.

By soliciting pledges and corporate sponsorship, he has used many of these climbs as vehicles to raise both awareness and funds for a number of philanthropic organizations.

Mr. Bobrow is also a Certified mediator and arbitrator, and has worked pro bono for several agencies including; the Better Business Bureau, Youth Justice Institute, Center For Conflict Resolution, Illinois Department of Human Rights, the Circuit Court System of the City of Chicago, Center For Conflict Resolution, and Loyola University School of Law. He is a certified Professional Selling Skills II sales trainer and coach, and has passed the real estate professional's licensing exam.. He is also Member of the University of Chicago's Graduate School of Business (Booth School) CEO Roundtable.