

## Senior Vice President – Marketing



### Todd Daum Senior Vice President – Marketing

A member of the senior executive team at Dentistry.com and Futuredontics, Inc., since March 2017, Todd Daum is responsible for all marketing initiatives to both consumers and dentists.

Todd's responsibilities include brand development and oversight for programs designed to introduce dentists to the company's array of marketing resources and connect them with consumers actively looking for a dentist.

Before joining Futuredontics, Todd co-founded Weblife.io, a SaaS security solution that isolates personal and other high-risk internet use in the workplace. He is the former Head of Marketing for Overture Services – managing the \$500m+ P&L for the SME division of the search-based advertising pioneer. Before joining Overture, Todd spent 10 years at American Express where he was responsible for Marketing and Business Development in New York and Hong Kong.

Todd obtained his BA at Colgate University, and MBA in Marketing and Finance at Northwestern University Kellogg School of Management.