

Penny Reed is a dental practice speaker, coach, and author of the book *Growing Your Dental Business*. She runs a company called the Dental Coaching Institute and works with dentists and their teams to raise the bar on their performance and create an office culture where the entire team looks forward to coming to work every day. As a result of her work, participants and clients share that their team is more energized, more productive, and takes more ownership of their roles and responsibilities in achieving results.

Penny began her career in dental office management in 1992. She discovered a passion for helping others grow their practices and has been coaching dentists and their teams since 1994. She has been named a Leader in Dental Consulting by *Dentistry Today*, from 2007 to 2018. She is a member of the National Speakers' Association and Academy of Dental Management Consultants. In addition, she is the creator and host of the podcast *Growing Your Dental Business* on iTunes.

Penny lives in Tennessee with her husband Rob and is the proud mom of Brooke and Savannah. She is a raving fan of the Disney theme parks and is always planning her next trip or dental retreat near the magic.