

Curriculum Vitae

Randi I. Ross, D.C.

Premier Practice Consultants

7428 W Mercada Way

Delray Beach, Florida 33446

(770) 748.6084

DrRandi@PremierPracticeConsultants.com

<https://premierpracticeconsultants.com>

Biography

Dr. Randi Ross began her business journey early, tagging along with her father, a district sales manager, who taught her that business success is built on relationships, not just sales. That core lesson has guided her through every phase of her career.

After earning her Doctor of Chiropractic degree from NYCC in 1988, Dr. Ross opened a thriving practice in Brooklyn, NY. With few models to follow as a woman entrepreneur, she relied on the values instilled by her father, *integrity*, *discipline*, and *connection*, to build a respected presence in her community. Beyond patient care, she organized health fairs and wellness events that connected residents with local businesses and services, strengthening her clinic's role as a hub for community health.

Her impact grew further when she entered the consulting world, helping chiropractors implement new therapies and market them effectively. In 2009, she co-founded **Community Wellness Day**, helping doctors across the country create events that elevated their visibility and built trust locally.

As digital marketing transformed healthcare outreach, Dr. Ross became an expert in helping chiropractors establish a powerful virtual presence through websites, video, and social media, and continues to coach professionals on sustainable business growth strategies.

Today, with over 30 years of experience, Dr. Ross serves as CEO of **Premier Practice Consultants**. She leads the company's national marketing efforts and provides hands-on support to clients buying, selling, or valuing practices across the country.

Always relationship-first and results-driven, Dr. Ross is your go-to partner for navigating the business side of chiropractic with clarity, confidence, and care.

Professional Experience

Future Perfect – Point Pleasant, NJ

Director of Sales & Coaching Support Services

Sept. 2005 – ???

- Lead sales initiatives for chiropractic events and products, managing all client inquiries and conversions.
- Provided business coaching, personal development training, and motivational support to professional clients and their staff.
- Designed and executed profit-enhancing programs, increasing company revenue per sale by 33%.

Viaviente – Howell, NJ

Executive Wellness Consultant

Jan. 2007 – ???

- Established and expanded distribution networks by recruiting, training, and motivating agents.
- Delivered lectures and product presentations to audiences nationwide, enhancing brand recognition and product knowledge.

Harlan Health Products – Pelham, NY

Sales Representative / Territory Manager

Oct. 2004 – Aug. 2005

- Managed territory sales of capital equipment for healthcare practitioners and athletic trainers.
- Delivered presentations, product demos, and training sessions to prospective clients.
- Built accounts exclusively through cold calling, achieving strong sales without company-provided leads.

Private Chiropractic Consultant – Howell, NJ

Covering Chiropractor

Jan. 2003 – Sept. 2004

- Provided per-diem chiropractic services, covering emergencies and physician absences.
- Built a referral network through targeted outreach and strategic business development.

United Community Mortgage Company – Keyport, NJ

Assistant Mortgage Broker

Jan. 2003 – June 2003

- Ranked among top originators in the office by developing successful loan packages.
- Demonstrated transferable sales and client management skills outside healthcare.

Bensonhurst Family Chiropractic – Brooklyn, NY

Founder & Owner / Chiropractor

June 1988 – July 2000

- Founded and grew a successful private practice, scaling from 0 to 450 weekly patient visits within four years.
 - Designed and implemented marketing and community outreach programs, increasing patient acquisition.
 - Built referral networks with healthcare providers and legal professionals; selected as expert witness by insurers and attorneys.
 - Recruited, trained, and managed staff to deliver excellent patient care.
 - Served as a consultant to the New York Tire Dealers and Retreaders Association on workplace and spinal safety.
-

Publications & Media

- Featured guest, *Healthy Frontiers* (30-minute TV interview, 2007)
 - Editorial Writer, *MMA Authority* – Health & Fitness Column (2007)
 - Expert Q&A Contributor, *QualityHealth.com* – Health & Fitness (2008)
-

Education

- **Doctor of Chiropractic**, New York Chiropractic College, 1988
 - **Bachelor of Science (Biology)**, State University of New York, 1987
 - Lifebook Personal Development Program, 2008
-

Licenses

- New Jersey Chiropractic License (2003 – ???)
- New York Chiropractic License (1988 – ???)