

TERRI ROSS

DYNAMIC SPEAKER & PODCAST GUEST

- Aesthetic industry expert and thought leader
- Founder and CEO, Terri Ross Consulting
- Founder, APX Platform
- Co-Founder, 4S Summit
- Practice growth consultant & sales trainer for medical aesthetic practices worldwide
- International speaker at 20+ Aesthetic Society Conferences
- Featured on the cover of Top Doctor Magazine
- Podcast Host, "In Touch with Terri: Trade Secrets for Medical Aesthetics"
- Contributing Author for 5+ Aesthetic Publications
- Sought-after, dynamic keynote speaker and podcast guest
- Guest Speaker, Johns Hopkins Plastic Surgery Residency Program
- Advisory Board Member, GetHairMD™
- Advisory Board, New Beauty
- Advisor for the Quad A Non-Surgical Task Force for MedSpa Accreditation
- Featured Speaker, BTL
- Corporate Sales Trainer



terrirossconsulting.com

Terri's no-nonsense, straight shooter, "No-BS" personality is fun, engaging, and genuine. She brings her A-Game, expertise, and dynamic energy to every interview she gives and speaks from the heart—leaving audiences wanting more. She is results-driven, inspirational, and encourages audiences to turn insights into actions that drive results.

ABOUT TERRI ROSS

Terri Ross is a globally recognized practice management expert, renowned thought leader, international speaker, and high-performance sales coach specializing in medical aesthetics. With her expertise, Terri has propelled numerous medical aesthetic practices and Fortune 500 companies in the field to unparalleled success. She has been instrumental in helping practices achieve growth, scaling upwards of \$2.5M in a single year. Terri has also been retained by several Fortune 500 companies within the aesthetics industry to train sales teams and deliver keynote presentations at over 22 annual aesthetic conferences.

For nearly a decade, Terri served as the Founder and CEO of **Terri Ross Consulting**, a highly successful practice management firm. Recognizing a crucial need in the industry, she founded the **APX Platform**—an innovative practice optimization solution that has disrupted the aesthetic industry. Based on her proven methodologies, APX Platform has empowered hundreds of

users worldwide, leading to its merger with a patient education solution firm in 2023, forming a cutting-edge practice performance system.

Returning to her true passion, Terri is fully engaged in leveraging her proven methodologies and hands-on practice management expertise to drive strategic growth, refine sales techniques, and enhance profitability for individual aesthetic practices and companies.

Terri's impact extends globally through her lectures for top aesthetic societies, cover features in Top Doctor Magazine, and guest lectures at esteemed institutions like Johns Hopkins Medical School. She co-authored a practice management chapter in Peter Neligan's Plastic Surgery Book and regularly contributes to major aesthetic publications. Terri hosts the informative podcast "In Touch with Terri: Trade Secrets for Medical Aesthetics" and co-founded **Aesthetic Success**, organizing quarterly 4S Summits focused on mastering the business of aesthetics through Strategy, Systems, Structure, and Skills.

Before her consulting career, Terri spent over 15 years with Fortune 500 Medical Device Companies, excelling in sales team management and revenue generation, consistently ranking in the Top 10% nationally. She also served as managing partner of a Beverly Hills Medical Spa, successfully acquired by Skin Spirit within four years.

SPEAKING & PODCAST TOPICS

ENTREPRENEURIAL TOPICS

- Mentorship of women in business
- The entrepreneurial journey
- Owning a medical spa that sold, what it takes
- Scaling a practice to sell
- The road to launching an industry-disrupting SaaS platform
- Leadership styles and company culture

MEDICAL AESTHETICS

- The business side of aesthetic medicine
- What it means to sell in aesthetics
- The importance of sales training for your team
- The art of the consultation and patient conversion
- The importance of developing long-term treatment plans to yield better outcomes
- Understanding critical KPIs and using data to make informed decisions

- Marketing efforts tied to most profitable treatments and services
- Communication methods
- Questioning skills and objection handling
- Employee and patient retention

CUSTOM TOPICS TAILORED TO YOUR AUDIENCE

FEATURED AUTHOR AND SPEAKER AT MAJOR INDUSTRY CONFERENCES AND FORTUNE 500 MEDICAL AESTHETIC COMPANIES



CONNECT WITH TERRI

Booking information: To book Terri as a guest on your podcast or for an event, please contact: Carrie Saks, Public Relations Director at carrie@terriross.com or call 713-679-1782.

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 **TERRI ROSS**
CONSULTING