



Joe Harms

*Vice President of Sales, North America
Carestream Dental*

Joe Harms is the vice president of sales for the North American division of Carestream Dental. With more than 15 years in healthcare technology sales, Harms has the experience and background necessary to connect dental professionals with the imaging equipment and software that will deliver ROI and enhance their practice productivity.

In his role as vice president of sales, Harms currently manages a team of 125 outside and inside sales representatives, including nine regional directors, and specialty directors for six separate fields: general practitioners, oral surgeons, orthodontists, endodontists, periodontists and prosthodontists.

In addition to supporting 2D imaging systems, imaging software, and practice management software, Harms has maintained a strong focus on growing the 3D imaging business. As part of his commitment, Harms has played an integral role in developing educational courses throughout the United States to allow practitioners to learn more about cone beam computed tomography (CBCT) as well as how Carestream Dental's 3D imaging systems can improve diagnoses, treatment planning, and post-treatment evaluation.

Harms is a graduate of Stephen F. Austin State University (Nacogdoches, Texas), with a Bachelor of Science. He went on to earn his Masters in Marketing and Administration from the University of New Mexico (Albuquerque, N.M). Prior to entering the field of healthcare technology, Harms coached football at a number of leading universities (including Texas A&M-Kingsville University, New Mexico State University, and University of New Mexico) for nine years.

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