

Professional bio *example*

Example only: Dana Okafor and Fernhill Labs are fictional, and every link is a placeholder.

01 Before you write

Reader: journalists and event organisers

Where it appears: the Fernhill Labs press page and conference programmes

What they should do next: invite Dana to speak or ask her for comment

02 Two-line bio

Dana Okafor is co-founder and chief executive of Fernhill Labs, which builds scheduling software for independent dental practices. More than 200 clinics in 21 states use its tools.

03 Short bio

Dana Okafor is co-founder and chief executive of Fernhill Labs, an Austin company that builds scheduling software for independent dental practices. Before founding Fernhill in 2023, she spent seven years managing clinic front desks, where she saw how much chair time same-day cancellations cost. Fernhill's tools are now used by more than 200 clinics across the United States, and its newest product, Chairside, refills cancelled appointments automatically.

04 Long bio: your work now

Dana Okafor is co-founder and chief executive of Fernhill Labs, which builds scheduling and patient communication software for independent dental practices. Since its launch in Austin, Texas in 2023, the company has grown to 18 people and more than 200 client clinics in 21 states. In 2026 it launched Chairside, which offers cancelled appointments to patients on a clinic's waiting list by text and books the first to accept.

05 Long bio: how you got here

Okafor began her career at a family dental practice in Houston and went on to manage front-desk teams at three clinics over seven years. She built the first version of Chairside as a spreadsheet and a text-message routine for her own clinic, then co-founded Fernhill with engineer Sam Reyes to turn it into software other practices could use.

06 Long bio: beyond work

She mentors first-time founders through a local accelerator and speaks about building healthcare software with the people who will use it. She lives in Austin with her family.

07 First-person version

I am co-founder and chief executive of Fernhill Labs, where we build scheduling software for independent dental practices. I spent seven years running clinic front desks before starting Fernhill in 2023, and today more than 200 clinics use our tools.

08 Proof points

More than 200 client clinics in 21 states (October 2026)

Texas Health Tech Awards (example), finalist, 2026

Featured in Austin Business Weekly (example), March 2026

09 Next step

Speaking and press enquiries: press@fernhill.example

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