

# Michael Eliav

Vice President of Marketing

## **Age when you lost your first tooth?**

*Five years old.*

## **Favorite smile?**

*My two daughters, braces and all*

Michael Eliav joined DentalPlans.com in 2022 as Vice President of Marketing, bringing over 20 years of experience in multiple verticals.

Prior to joining the DentalPlans.com team, Michael held Marketing leadership roles at Nestlé Health Science and Wyndham Destinations. Most recently, Michael led Ecommerce & Marketing for Puritan's Pride, a vitamin and supplement brand in the Nestlé portfolio. Previously, he held several roles at Wyndham Destinations, starting as a Retention & Loyalty leader for Wyndham's timeshare exchange program, RCI, where he achieved record performance in member retention, before taking on an expanded role overseeing Marketing for several other travel brands. He spent the first decade of his career in Media, managing customer acquisition, engagement, and retention marketing on iconic magazine brands including Vogue, Elle, Car & Driver, and U.S. News & World Report.

Michael has a passion for the health and wellness space and is excited to share the benefit and value of dental savings plans with both new and existing plan members.

Eliav holds a Bachelor's in Politics, Philosophy & Law from Binghamton University (State University New York).



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