



DR. ANA CASTILLA

ORTHODONTIST, ENTREPRENEUR

KEY NOTE PROPOSAL:

From Invisible to In-Demand: How I Built an 8-Figure Brand by Centering My Strategy on My Ideal Customer.

ABSTRACT

Many women entrepreneurs struggle not because they lack passion or work ethic—but because they haven't clearly defined who they're truly meant to serve. In this empowering keynote, Dr. Ana Castilla shares the behind-the-scenes story of how she took her business from struggling to an 8 figure exit by identifying her ideal client and aligning every layer of her strategy—corporate, business, financial, marketing, and operations—around serving them.

Through her journey, Ana reveals how saying yes to everyone keeps you from uncovering the real problem you solve and unlocking exponential growth and brand authenticity in your business. This talk offers both inspiration and a practical framework for building a business that attracts the right clients, creates lasting impact, and fuels sustainable success.

CONTACT

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TESTIMONIAL

"Dr. Ana Castilla has been a featured speaker at our Women in Orthodontics conference twice, and each time she brought fresh, relevant content that deeply resonated with our audience. Her presentations on business and marketing showcased both her strategic expertise and her ability to connect authentically from the stage. Ana is a dynamic, engaging speaker and an excellent addition to any program."

— Dr. Courtney Dunn, Founder & CEO,
Women in Orthodontics® Conference

LEARNING OBJECTIVES

1. **Identify the real problem their business solves**—beyond the product or service—so they can connect more powerfully with their target audience.
2. **Define their ideal client with precision** and understand how this clarity becomes the foundation for effective branding and marketing.
3. **Recognize the 4 signs of misalignment within their business** that may be stalling growth—and learn how to fix them.
4. **Develop a customer-aligned business strategy** that drives brand loyalty, attracts the right clients, and fuels sustainable growth.

REFERENCES

- **Alejandra Salonga**- VP of Operations, Image Specialty Partners, (408) 307-5553, asalonga@imagespecialtypartners.com
- **Dr. Francisco Garcia**- Founder, Garcia Orthodontics, (305) 794-4140, drgarcia@garciaortho.com