

The Aspen Group Taps Orangetheory Marketing Leaders to Accelerate Next Phase of Growth

CHICAGO, Sept. 14, 2026 [/PRNewswire/](#) -- The Aspen Group (TAG), a leading healthcare support organization headquartered in Chicago's West Loop, today announced two key additions to its marketing leadership team: David Chriswick joins as senior vice president of marketing, overseeing Aspen Dental and ClearChoice Dental Implant Center, and Shelly Kaushal joins as vice president of marketing, focused on ClearChoice. Both begin Sept. 14 and are based in Chicago.



David Chriswick, Senior Vice President of Marketing, The Aspen Group



Shelly Kaushal, Vice President of Marketing, The Aspen Group

The appointments follow Rafeh Masood's arrival as TAG's chief commercial officer in May 2026 and are an early step in his work to bring TAG's marketing and growth efforts together to reach more consumers, drive demand and expand access to care. Chriswick and Kaushal bring deep consumer marketing experience to that strategy, including leadership roles at Orangetheory Fitness and The Bar Method, where they helped build a national brand while driving demand across a large network of local markets.

TAG supports independent healthcare practices operating more than 1,400 locations across its five consumer healthcare brands: Aspen Dental, ClearChoice Dental Implant Center, WellNow Urgent Care, Chapter Aesthetic Studio and Lovet Pet Health Care. Together, they advance TAG's mission to break down barriers to care and build a future where the care people need is never out of reach. Specifically, Aspen Dental is committed to increased access to oral healthcare and ClearChoice specializes in full-arch restoration and implant dentistry for patients with more complex needs.

For TAG, the opportunity is to turn the scale of its portfolio into even greater impact, reaching more people, driving growth across its brands and ultimately breaking down more of the barriers that stand between people and the care they need. Chriswick and Kaushal bring a proven consumer growth playbook from Orangetheory, which grew to more than 1,500 studios across 25 countries. Their experience building a powerful national brand while driving growth in local markets closely aligns with the opportunity ahead for TAG.

"We have five strong brands, more than 1,400 locations and an enormous opportunity to reach more people who need care. David and Shelly understand how to build national consumer brands while driving growth market by market. That experience will be incredibly valuable as we strengthen our brands, connect with more consumers and continue breaking down the barriers that keep people from getting care," said Rafeh Masood, chief commercial officer of The Aspen Group.

David Chriswick, SVP of Marketing

Chriswick will oversee marketing for TAG's dental brands, Aspen Dental and ClearChoice.

Chriswick joins TAG from Purpose Brands, where he served as senior vice president of brand strategy and experience, leading a center of excellence across a franchise portfolio that includes Orangetheory Fitness, Anytime Fitness and The Bar Method. He brings more than 20 years of marketing leadership across consumer health, fitness and subscription brands, including senior roles at Orangetheory Fitness and Strava. Before moving to the brand side, he led strategy teams at Digitas and DDB in Chicago for brands including Bank of America, Whirlpool and Mars Wrigley, after starting his career in healthcare and pharmaceutical marketing in the UK and Australia.

At TAG, he will bring that national-meets-local approach to Aspen Dental and ClearChoice, connecting brand investment more directly to consumer demand and growth in the communities their practices serve.

"Aspen Dental and ClearChoice have tremendous scale, strong brands and a shared purpose of making care more accessible to the people who need it," said David Chriswick. "At Orangetheory, we learned that national brand building and local performance work best when they reinforce each other. I'm excited to help more people discover how these brands provide greater access to the care they need."

Shelly Kaushal, VP of Marketing

Kaushal will focus on marketing for ClearChoice, working alongside Chriswick, to drive consumer growth and build on the brand's position as an established leader in implant dentistry.

She joins TAG from Purpose Brands, where she most recently led marketing for The Bar Method, overseeing strategic brand work and the brand's 25th anniversary campaign. She brings extensive strategic marketing experience from her time at Orangetheory Fitness, also part of the Purpose Brands portfolio, where she led a rebrand that earned creative industry recognition along with several major brand campaigns, plus earlier brand and marketing experience at companies including RXBAR and Mars Wrigley.

"ClearChoice has built a trusted brand that helps take the uncertainty out of complex dental care," said Shelly Kaushal. "I'm excited to build on that foundation, strengthen how we connect with consumers and ultimately help more patients take the next step toward care with confidence."

About The Aspen Group (TAG)

The Aspen Group (TAG) was built on the idea of bringing better health care to more people. Headquartered in Chicago, TAG supports independent health care practices operating more than 1,400 locations in 46 states through five consumer healthcare brands: Aspen Dental®, ClearChoice Dental Implant Center®, WellNow Urgent Care®, Chapter Aesthetic StudioSM and Lovet Pet Health Care. TAG invests in its team members through The Aspen Group University (TAG U), providing clinical training, leadership development and career advancement opportunities across its network. For more information, visit teamtag.com.

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