

**Kelsey Wirth**  
**Co-Founder and President**

Kelsey Wirth is co-founder, president and director of Align Technology, Inc., the Sunnyvale, CA. firm that uses 3-D computer imaging technology to design clear plastic, removable, orthodontic “aligners” that let adults straighten teeth without wearing metal braces. Align Technology also manufactures the “aligners”, marketed and distributed nationwide as the Invisalign System™.

As president of Align Technology, Ms. Wirth’s responsibilities include day-to-day operations of the company, strategic marketing and sales initiatives and alliances with the orthodontic community.

Ms. Wirth started Align Technology in 1997 in partnership with Mr. Zia Chishti while the two were completing their MBAs at Stanford University’s Graduate School of Business.

Like many breakthroughs, the idea for Align grew from happenstance. Mr. Chishti wore a clear plastic retainer as an adult to stabilize his teeth after his braces were removed. He noticed when he neglected to wear his retainer for days at a time that his teeth would begin to shift back to their former state. Upon reinsertion, the retainer would move his teeth back again to their final position, indicating that a single clear plastic retainer was capable of moving teeth. It was a simple leap of logic that led to his conclusion that a series of such devices worn in sequence would be able to achieve complete orthodontic treatment. Aided with a background in computer science (and Ms. Wirth as a partner) the two entrepreneurs realized the benefit of applying 3-D computer imaging graphics to the field of orthodontics.

Prior to starting Align, the 30-year old Ms. Wirth worked for Robertson Stephens & Co. (now BancBoston Robertson Stephens) in San Francisco, CA (1996) in the firm’s investment banking division. Before that (1993 to 1995) she worked as an environmental consultant for the Environmental Working Group and World Resources Institute, two nationally recognized environmental groups in Washington, DC. In 1992, Ms. Wirth worked for the Lamm Senate campaign in Colorado, where she served as director of constituency outreach.

Ms. Wirth is a 1991 magna cum laude graduate of Harvard University (Boston, MA) where she studied American History and Literature. She received her MBA from the Stanford University Graduate School of Business (Palo Alto, CA) in 1997 and currently serves on the boards of two leading environmental groups: The Center for Environmental Citizenship and The Environmental Working Group.

Born in Washington, DC, Ms. Wirth was raised in the Denver/Boulder area and Washington, D.C., Ms. Wirth resides in Palo Alto, CA where she stands out as one of the few females in Silicon Valley to hold the post of president and co-founder of a multi-million dollar, start-up company. While not running Align Technology with Mr. Chishti, Ms. Wirth spends her free time enjoying such outdoor activities as hiking, running and skiing.