



ADSO Announces New Keynote Speakers for Upcoming ADSO Summit 2023: Uniting Dentistry - Bringing the Industry Together for Growth & Progress

Dallas Mavericks CEO Cynthia Marshall will share insights into the future of business management at premier event for dental practitioners

WASHINGTON, D.C., January 12, 2022 – Today, the [Association of Dental Support Organizations](#) (ADSO) announced a new keynote speaker for its upcoming ADSO Summit 2023: Uniting Dentistry - Bringing the Industry Together for Growth & Progress. The annual summit will bring together key leaders in the Dental industry for three days of thought leadership exchange, cutting-edge innovation, and unparalleled networking. Attendees will have the opportunity to explore the industry, participate in education sessions, and network at the only event designed by DSOs for DSOs.

More information on the newly announced speaker can be found below, and at this [link](#):

- **Cynthia Marshall, CEO, Dallas Mavericks:** Cynthia Marshall is the first black female CEO in the NBA, driving forward the Dallas Mavericks organization through her commitment to making it the global standard for inclusion and diversity. Since taking the helm, she has turned the franchise into an award-winning business office. Cynthia has been a force and leader not only within the Mavericks' organization, but also during her 36-year career at AT&T.

"We are thrilled to welcome this dynamic and influential speaker to our summit this year," said Andrew Smith, Executive Director of the ADSO. "At a time when the dental industry is undergoing rapid transformation, Cynt's insights into how to anticipate and navigate the trends that will define the future of business will prove invaluable to our attendees."

For more information on the summit and schedule, see the following link:
<https://www.theadso.org/event/2023-adso-summit/>

About the ADSO

The Association of Dental Support Organizations (ADSO) is a non-profit international trade association whose members support more than 13,000 dentists worldwide. ADSO supports its members through research, education and advocacy; enabling them to foster innovation, collaboration and a vibrant market where DSO-supported dentists can provide quality oral health care.

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