

From the Toolkit: OPERATIONAL EXECUTION

From Vision to Execution: A Framework for Dental Lab Growth

Thursday 1:45 - 2:30 PM

[Juston Gates](#)



OPERATIONAL EXECUTION



In today's ever-changing world, two things remain constant: change and taxes. The dental market continues to evolve at a rapid pace, and staying ahead requires a strategic, efficient, and effective approach. This session is crafted to equip you with a framework to help your lab develop a comprehensive written strategy and operational model. By the end, you'll be prepared to seamlessly implement these models and position your lab for success in 2025 and beyond.

Juston Gates joined Argen in January of 2024 as Executive Vice President of Global Sales, Marketing, and Customer Service to lead global sales, marketing, commercial strategy, and execution. Juston is a global healthcare leader with a proven method of building winning teams, delivering above-market performance, leading business transformations, and driving innovation across the medical technology industry. His career includes over 20 years of leadership experience spanning the medical technology and pharmaceutical fields within the US, Europe, and Asia. Juston began his career in the financial services industry and then transitioned into healthcare holding increasing roles of responsibility at Johnson and Johnson. Juston's career trajectory within Johnson & Johnson showcases his exceptional leadership qualities most recently serving as the Worldwide Vice-President within the DePuy Synthes Orthopaedic company of Johnson & Johnson. He obtained an Executive MBA from Villanova University and his undergraduate degree from Harding University.