

From the Toolkit: INTERNET TECHNOLOGY

Unlocking Growth with Data and AI: Practical Steps You Can Take Today

Thursday 2:45 - 3:30 PM

[Rob Nazzal](#)



IT - INTERNET TECHNOLOGY

Discover how dental labs can transform untapped data into actionable insights to drive growth and efficiency. This session will highlight practical tools available today that can help you optimize operations, improve customer retention, and identify new opportunities by leveraging your existing data. We will also explore innovative ways to build stronger relationships with your customers and utilize AI to enhance efficiency. Additionally, we will discuss strategies around managing technology change with your team members to ensure successful adoption.

Rob is a seasoned high-tech entrepreneur who has successfully commercialized multiple technologies across various industries including enterprise software, network security, and digital manufacturing. His journey in digital dentistry began with Brontes Technologies in 2006. In 2010, Rob co-founded Custom Automated Prosthetics (CAP), a company dedicated to providing digital manufacturing solutions to dental laboratories.

Currently, Rob is the CEO of icortica, a software company he founded to help businesses optimize share of wallet and improve customer retention. icortica is currently focused on delivering these solutions to dental laboratories.