



## Association of Dental Support Organizations Announces Jacob Morgan and John Rossman as Keynote Speakers for 15<sup>th</sup> Annual ADSO Summit

*Leaders in future of work and high-performance teams to headline “Dentistry’s Main Event”*

**Washington, D.C.** (April 7, 2026) — Today, the Association of Dental Support Organizations (ADSO) announced the keynote speakers for its 15<sup>th</sup> Annual ADSO Summit. Futurist and leadership researcher [Jacob Morgan](#) will deliver the keynote on opening day, June 16, and business strategist and former Amazon executive [John Rossman](#) will close the event on the afternoon of June 17.

“Our industry is at an inflection point, with dental support organizations (DSO) playing an increasingly consequential role in modern dentistry. This year’s Summit brings leaders together to develop solutions and strategies they can take back to guide their teams and organizations into the future,” said **Andrew Smith, CEO of the ADSO**. “We are very excited to have two sought-after keynote speakers: Jacob Morgan and John Rossman. Jacob brings meaningful insight into the forces that reshape work and technology, while John offers practical guidance for building robust teams that deliver strong results in our dynamic industry.”

Together, both embody the primary goal of the 15<sup>th</sup> Annual ADSO Summit: preparing organizations not just to adapt to change, but to lead and thrive.

**Morgan** is widely recognized for his research and his bestselling books, including *The 8 Laws of Employee Experience* and *The Future Leader*. An expert on employee experience and leadership, he brings a wealth of knowledge on the intersection between consumer behavior and workforce expectations to the “**Social Contract and Consumer Trends**” session at the Summit. Through Morgan’s insight on creating future-ready organizations, DSO leaders will gain a deeper understanding of how evolving consumer expectations are reshaping healthcare delivery, workforce dynamics, and brand trust.”

**Rossman**, author of bestsellers *The Amazon Way: Amazon’s 14 Leadership Principles* and *Big Bet Leadership: Your Transformation Playbook for Winning in the Hyper-Digital Era*, led the launch of Amazon’s marketplace business. His expertise in leadership for innovation and transformation offer invaluable insight for DSO leaders during the “**How to Build High Performance Teams**” session, which will tie together themes from across the Summit. Attendees will walk away from the session — and the Summit — with practical frameworks for building, sustaining, and scaling high-performing leadership teams as they navigate opportunities and challenges facing the DSO industry.

Taking place Chicago, the ADSO Summit — widely recognized in the industry as “Dentistry’s Main Event” — will bring together CEOs and senior leaders from across the DSO industry for two days of

strategic insight, collaboration, and forward-thinking discussion around the challenges and opportunities facing DSOs.

A detailed agenda for the 15<sup>th</sup> Annual ADSO Summit can be found on the [ADSO website](#). Attendees can [RSVP here](#).

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**About the ADSO**

*The Association of Dental Support Organizations (ADSO) is a non-profit international trade association whose members support more than 15,000 dentists. 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. Visit [www.theadso.org](http://www.theadso.org) to learn more, and follow ADSO on [LinkedIn](#), [Instagram](#) and [Twitter](#).*

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