

# NAVIGATING THROUGH CHANGES



MICHAEL CLARK

**Saturday, November 9, 2019**

**10:15 AM - 11:45 AM**

**Sponsor: Argen Corporation**

**CE: 1.5 TBD**

In this presentation, Michael Clark, SVP Sales & Marketing for Argen Corporation, will share how Argen, a company that less than a decade ago was a refining and alloy company, embraced the changing horizons that faced them and became the company it is today. Argen is now not only an alloy/ refining company, but they are also an industry leader in zirconia manufacturing, custom abutment manufacturing, digital metal copings and frames, printed models, dentures, milled zirconia units and milled gold, with clear aligners coming soon. Mr. Clark will share the challenges that Argen faced along the way and how they overcame those challenges. During this presentation, you will learn how these challenges parallel the challenges faced by many dental laboratories today. Learn valuable lessons on how to accept change, embrace that change and grow because of it.

Michael Clark is Senior Vice-President of Domestic Sales & Marketing for The Argen Corporation. Michael's focus on leadership and strategy has helped the Argen sales team to achieve benchmark-setting growth and expansion. He is a senior executive with a proven track record of delivering year-after-year success in revenue, profit, and business growth objectives within rapid-change environments. His primary focus since joining the company in 2013 has been to evolve an established alloy sales team into a dynamic sales force able to sell a multi-faceted portfolio of products, including ceramics, alloys, digital products, and equipment.