

Gary Bird

Owner, SMC National

Schedule New Patients While You Sleep: AI Front Desk that answers every call, revives dead recare, and closes the unscheduled treatment your team never got back to

Operator of the Dental Marketing Growth Group, almost 20,000 members

Inc. 5000 Fastest Growing Company, 3 years running

Inc. 5000 Best Places to Work

Host of the #1 rated dental marketing podcast, Dental Marketing Theory:

DENTALMARKETINGTHEORY.COM

Co-host of the fastest-growing dental practice podcast, My Dental Playbook:

MYDENTALPLAYBOOK.COM

Voted Best Marketing Group and Best Marketer by 60,000 dentists

WHO IS GARY BIRD?

Gary is a compulsive entrepreneur and a data-nerd marketer with a people-first team. He founded SMC National to help dental practices grow.

He built SMC from nothing into a 3x Inc. 5000 Fastest Growing Company and a Best Places to Work. Same stretch, he grew a free Facebook community of almost 20,000 dentists and a monthly mastermind for owners who want the playbooks without buying anything.

On AI specifically he can go deep on what actually works in a real dental office. Where AI captures patients, owners are losing every week on missed calls, recare, and unscheduled treatment. Where AI turns into slop and repels patients.

WHAT MAKES GARY A GREAT PODCAST GUEST?

Gary will talk all day about data-driven marketing, entrepreneurship, and building a business from zero.

WHAT'S GARY'S BUSINESS PHILOSOPHY?

People first. If he gives more than he gets, he always has more than he can handle.

He runs SMC on that. It's why the team stays, the clients stay, and the community keeps growing.

HOW CAN GARY PROMOTE YOU?

His content team publishes daily to an audience of over 200,000 across platforms. He hosts multiple podcasts of his own, each with heavy social push. Bring him on and he puts your brand in front of that audience.

WHAT ELSE SHOULD YOU KNOW ABOUT GARY?

He is obsessed with growth in every arena. He teaches the Bible at his local church, and writes about scripture almost daily. He tracks his sleep and recovery on WHOOP and runs his health like a P&L.

Connect With Gary!