

## Contact

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## Top Skills

Board of Directors

# Maria Davlantes

Chief Executive Officer | Independent Board Member | Global C-Suite Executive

Chicago, IL & Provo, UT, United States

## Summary

Maria is a CEO, Independent Board Member and global C-suite executive with extensive experience across global public companies and private equity. She has launched and scaled transformative businesses and brands in Europe and the U.S. for digital start-ups to multi-billion-dollar entities. Maria is the CEO and a Board Member at Dentive, LLC and serves as the Lead Independent Director on the Board for Life Floor, LLC. With her experience spanning global roles, she has lived and worked in the U.K. and Europe for almost a decade.

From serving as a C-suite executive for three global public companies (NYSE; NASDAQ), including BP's \$40b downstream global retail business, and for private equity sponsored companies, Maria's experience spans the healthcare, consumer, retail, energy, industrial and technology sectors. Additionally, Maria is a former McKinsey strategy consultant and thought leader who served U.K., European and global clients out of the firm's London office.

Maria's strength is in developing and implementing growth and innovation strategies and driving digital transformation across sectors, and she has a depth of expertise in modern marketing that builds businesses. She has managed some of the largest global brands within sectors, created curated experiences for audiences, led data science and analytics and guided global public company reputations including during times of significant change. She remains passionate about the environment and sustainability from her time at Interface.

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## Experience

### Dentive, LLC

Chief Executive Officer

July 2024 - Present

Provo, Utah, United States

Dentive is a leading, high-growth, partner-focused dental support organization (DSO) that supports best-in-class dentists, oral surgeons, and orthodontists, providing expert business support and a thriving community, while enabling doctors to provide an exceptional quality of care to every patient. Dentive is a quarter-billion-dollar company with a mission to connect, cultivate and celebrate the very best in dentistry.

## Member, Board of Directors

March 2023 - Present

- Collaborated with the Board of Directors to drive strategic initiatives and ensure alignment with Dentive's mission and values.
- Provided guidance and oversight to support Dentive's growth and expansion efforts.
- Translate experience to ensure innovative business strategies are implemented to enhance operational efficiency and drive revenue growth.

## Life Floor, LLC

11 years

### Lead Independent Director, Board of Directors

March 2024 - Present

Life Floor designs, manufactures and markets aquatic flooring systems, combining award-winning safety (as the first splash pad surface certified by NSF/ANSI/CAN 50) with unparalleled design in the built-environment, and serves industry leaders in the water park and cruise industries and beyond.

## Member, Board of Directors

2014 - Present

- Provide guidance and oversight to strategic initiatives that drive growth and innovation in the aquatic flooring industry.
- Collaborated with industry leaders to enhance safety standards and design aesthetics.
- Translate experience that enable management to develop cutting-edge technologies to revolutionize aquatic flooring systems.

## Private Equity Portfolio & Growth Stage Companies Executive Advisor

2016 - 2024

Private Equity Pre-Deal Advisor. Senior Advisor to multi-site healthcare, wellness, martech, and design-focused, mission-driven companies.

## Sunrise Senior Living

Chief Marketing Officer

2021 - 2023

Mission driven company, championing quality of life for all seniors. Pioneer of the modern senior living category; leading operator & developer of 280 senior living communities in the US. and Canada. Majority of portfolio owned by the largest public REITs, including Ventas (NYSE: VTR).

Led enterprise-wide growth strategy, engaging stakeholders from the Board to REIT investors, resulting in launch of a new company vision & 5-year strategic plan set to deliver double-digit growth and EBITDA.

Spearheaded a transformational growth agenda, achieving 19% increase in revenue while raising inquiries from seniors and their families by 40% and repositioning the company at the nexus of hospitality and healthcare.

Champion of digital transformation & modern consumer personalized digital experiences. Designed, hired & developed a modern marketing organization, shifting towards a digitally enabled & data-driven team. Served as an advocate for seniors throughout and engaged with outside stakeholders including the Stanford Center on Longevity.

### **Heartland Dental**

EVP, Chief Marketing Officer

2018 - 2020

Served on executive leadership team of largest DSO (Dental Support Organization) in the U.S., supporting 1000+ dental offices with services ranging from marketing to procurement, education and beyond.

Spearheaded groundbreaking marketing to attract under-represented segments, resulting in +2.5x women practice owners affiliating; Recognizing patients as digital consumers, drove patient actions up +63% while improving efficiency 10x; Championed design of tele-dentistry service which expanded across hundreds of offices; Supported driving brand sentiment up 150%, and engagement up 260% during critical COVID period.

### **TE Connectivity (NYSE: TEL)**

Chief Marketing Officer, Transportation Solutions

2014 - 2015

A global technology leader in connectivity and sensor solutions essential to today's connected world, serving customers in 150+ countries across industries.

Led a collaborative, matrixed global team across the Americas, Europe & Asia for \$6 billion business. Instrumental in delivery of digital transformation strategies, including the design and launch of the new e-commerce business and digital customer experience.

### **Interface (NASDAQ: TILE)**

SVP, Chief Marketing Officer

2008 - 2013

World's largest designer, manufacturer and marketer of modular carpet, operating under the Interface (commercial) and FLOR (consumer) brands, focusing on the designer market and widely recognized for its purpose-driven commitment to sustainability.

Promoted to CMO and a Senior Officer of the billion dollar+ company. Led a global team of 90+ across the Americas, EMEA, Asia & Australia while retaining P&L responsibility for e-commerce business.

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Re-launched the company's flagship brand Interface globally to critical and customer acclaim; Grew consumer base in a down economy & sales by double digits; Engaged with EPA/government and other purpose-driven organizations towards shaping sustainability agenda and policy.

### **bp, p.l.c.**

SVP, Marketing | Offer Development

2001 - 2006

London, United Kingdom & Chicago, IL (LON: BP; NYSE: BP)

C-level executive serving on the leadership team running BP's \$40b downstream retail business, encompassing 25K+ service stations and convenience stores across the U.S., Europe and Australia/ New Zealand, and the BP, Arco, am/pm and ARAL brands.

Key achievements included spearheading convenience offers generating double-digit increases, franchise channel revitalization, a transformational value-creation strategy culminating in re-organization of the downstream and contributing to global brand development generating +15-40% favorability with key audiences. Managed global team of 200 and nine-figure budget.

### **John Charcol - Independent Mortgage Expertise**

VP Marketing

2000 - 2001

London, United Kingdom (Warburg Pincus Portfolio; launched digital/ e-commerce business)

Set & delivered strategies as a member of a five-person management team to build one of the U.K.'s premier PFS brands and largest mortgage brokers. Launched award winning new digital first service that regularly received broad press recognition.

### **McKinsey & Company**

Engagement Manager

1995 - 1999

London, United Kingdom

Served clients in the consumer, retail, financial & industrial sectors in the U.K. and across Europe, on strategy issues with a focus on growth, scaling and innovation.

## **Education**

Northwestern University - Kellogg School of Management MBA, Marketing, International Business · (June 1995)

Northwestern University BS, Communication Studies

Oxford University

PPE