

William S. Barrett, CEO

Partner

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Overview

Chief Executive Officer and corporate attorney William S. Barrett provides strategic advice to companies and organizations of all sizes, from formation to dissolution and every stage in between.

He has nearly 30 years of experience representing a wide range of businesses with a unique focus in mergers and acquisitions. He is known for the personal attention that he gives his clients and the energy he brings to every deal. Bill has a reputation as a deal maker who knows how to be creative and get things done.

Bill often serves the role as outside general corporate counsel to his clients and advises them on issues concerning contracts, employment law compliance, developing policies, executive compensation programs and agreements, as well as business succession and related tax planning. His representative clients include commercial organizations and entrepreneurs in the areas of manufacturing, industry, service, banking, finance, insurance, construction, real estate development, as well as healthcare professionals of varying disciplines and organizations. Throughout his career, Bill has successfully managed the purchase or sale of hundreds of businesses, professional practices and facilities.

In the healthcare space, Bill is well recognized as a transactional lawyer in dental and medical practice transitions, practice sales and purchases, associate buy-ins, start-ups, and the structuring of dental services organizations (DSOs) and management services organizations (MSOs).

He is the best-selling author of “Authentic: An Old School Approach to Building a Full Life, Successful Business, and Real Relationships,” “Pain-Free Dental Deals: An Entrepreneurial Dentist’s Guide to Buying, Selling and Merging Practices” and “The DSO Decision: Winning Answers from Every Angle.” He has written many articles addressing the legal and business needs of licensed professionals and facilities. He regularly speaks on a wide variety of topics to professional tradeshows, associations, study groups, societies, as well as students and residents at dental schools across the country. Bill has also appeared on Howard Farran’s well-regarded show Dentaltown to talk about practice transitions (click here) and Becker’s Healthcare Review DSO Podcast. He is also the host of his own podcast “Fingerprints on Success” (click here). This podcast highlights the distinctive imprints left by influential business leaders, mentors, and thriving entrepreneurs.

Experience

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Professional Affiliations

- New Jersey State Bar
- New York State Bar
- American Bar Association
- New York County Dental Society
- Fortune Management, Board of Directors
- TruBlu Dental Management, Board of Directors

Awards

Best Lawyers in America, Corporate Lawyer of the Year, Corporate Law, 2025 & 2027

Best Lawyers in America list, 2023-2027

New Jersey Super Lawyers list, 2026

NJBIZ New Jersey Law Power List, 2026

Publications

Cybersecurity for Dental Practices in 2026: What Owners Need to Know. New York County Dental Society Quarterly Newsletter, March 2026 (Co-Authored with Steven W. Teppler)

Forming a Dental Practice in New York: Legal Basics for First-Time Owners, New York County Dental Society Quarterly Newsletter, December 2025

Employees vs Independent Contractors: What Dentists Should Know, New York County Dental Society Quarterly Newsletter, September 2025

A Churning Question – Section 197 and Dental Transactions, New York County Dental Society Quarterly Newsletter, June 2025

Crafting the Perfect Exit Strategy for New York Dentists**,** New York County Dental Society Quarterly Newsletter, March 2025

Navigating Transactions with DSOs in the Current Market, New York County Dental Society Quarterly Newsletter, December 2024

Integrating Artificial Intelligence in Dental Healthcare: Legal Implications and Best Practices, New York County Dental Society Quarterly Newsletter, September 2024

The Ripple Effects in Dentistry of the FTC Noncompete Ban, New York County Dental Society Quarterly Newsletter, June 2024

What to Know About the DOJ's M&A Safe Harbor Policy**,** Legal Dive, May 2024

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Navigating Dental Spa Ownership and Operation in New York, New York County Dental Society Quarterly Newsletter, March 2024

Navigating M&A in Election Year: Legal Considerations for Companies, ROI-NJ, January 2024

The Vital Role of Partnership Agreements in Dentistry, New York County Dental Society Quarterly Newsletter, September 2023

Cybersecurity for Dental Practices: Protecting More than Teeth and Gums, New York County Dental Society Quarterly Newsletter, June 2023

"The Pros and Cons of Selling or Partnering with a DSO" Dental Entrepreneur, December 2022

5 Ways To Keep Your Private Practice Competitive: The Trend Toward the DSO Business Model Dental Practice Reporter, May 2022

Independent contractor or employee: What's the difference? DrBicuspid, August 2018

Reason to smile: Barrett says more and more dentist practices are taking advantage of corporate alliances, even over independence ROI-NJ, April 2016

Areas of Practice

- Corporate Law
- Dental Law *(Co-Chair)*
- Emerging Markets
- Healthcare Transactions
- Labor and Employment
- Life Sciences
- Veterinary Law
- Mergers and Acquisitions (M&A)

Admission

- State of New Jersey, 1998
- State of New York, 1999

Education

- University of Virginia School of Law, J.D., 1998
- Boston College, B.A., 1994

Podcasts

Becker's Healthcare DSO Review Podcast – Click here to listen

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Fingerprints on Success Podcast – Click here to listen

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