



Casey Gocel

Partner

✉ cgocel@mblawfirm.com
☎ (973) 243-7942

Overview

Driven by strong relationships with her clients, Casey Gocel passionately helps entrepreneurs, start-ups and closely held entities create, expand and reshape their businesses.

Enthusiasm, responsiveness and relationship-based service are cornerstones of Casey's practice, which focuses on a full range of business concerns, including start-ups, mergers and acquisitions, private equity placements, contracts, and corporate governance concerns. In addition, Casey, who has an LL.M. in taxation, frequently guides business owners through the tax, estate planning, and wealth preservation issues that weave through their business and personal lives.

Casey Co-Chair's the firm's Corporate Law Practice Group where she advises clients across a range of industries and is widely noted for her representation of dentists and dental specialists. As the co-chair of the firm's National Dental Law Center, Casey has executed hundreds of successful dental practice transitions across the country, in addition to advising doctors on the critical business elements of their practices. Casey is also the co-author of [Pain Free Dental Deals](#), one of the industry's go-to resources for entrepreneurial dentists, and [The DSO Decision](#), which delves into the DSO business model from a number of angles, including best practices for selling to DSOs, competing or partnering with them, forming affiliate groups, and launching personal DSOs.

As a member of the firm's executive committee, and a director of the firm's charitable foundation, Casey also helps guide Mandelbaum Barrett PC's strategic growth and philanthropic activity. Outside of the office, Casey is an active mother with two young daughters, Denali and Magnolia, and an avid athlete who has run five marathons, over 30 half marathons, and numerous triathlons and Ironman events.

In 2024, Casey was honored as one of the Women Attorneys of the Year by the *New Jersey Law Journal* in recognition of her outstanding contributions to the legal profession, leadership, and influence in the industry. In 2022, she was named one of the NJBIZ Leaders in Law, a prestigious distinction awarded to top legal professionals who demonstrate excellence in practice, leadership, and impact on the legal field. That same year, Casey was recognized as the Woman of the Year by the Leukemia & Lymphoma Society after raising over \$130,000 to support the organization's mission.

In 2019, Casey was named to NJBIZ's Best 50 Women in Business List and was recognized as a Top 25 Leading Intrapreneur by *Leading Women Entrepreneurs & Business Owners*. In 2017, she was selected for NJBIZ's "Forty Under 40", honoring her commitment to business growth, professional excellence, and community service. In 2016, the *New Jersey Law Journal* named her a New Leader of the Bar, and from 2015 to 2020, she was consistently included on the Super Lawyers "Rising Stars" list.

**No aspect of this advertisement has been approved by the Supreme Court of New Jersey or the American Bar Association. A description of the standard or methodology used by [Super Lawyers](#), [NJBIZ 40 under 40](#), [New](#)*

[Leaders of the Bar](#), [NJBIZ 2019 Best 50 Women in Business](#), and [LWE Top 25](#) can be found on their respective websites.



Awards

Woman Attorney of the Year, New Jersey Law Journal, 2024

NJBIZ Leaders in Law Honoree, 2022

Woman of the Year by the Leukemia & Lymphoma Society, 2022

NJBIZ's Best 50 Women in Business List, 2019

Top 25 Leading Intrapreneur, by Leading Women Entrepreneurs & Business Owners

NJBIZ's "Forty under 40," 2017

"New Leader of the Bar" by New Jersey Law Journal, 2016

Super Lawyers "Rising Stars" list, 2015-2020

Publications

["Ten lessons from dental deals gone right \(and wrong\)." Dentaltown, October 2025.](#)

["Practitioners Can 'ACT+' to Preserve, Scale, and Grow Their Private Practice,"](#) *Dental Entrepreneur*, (February 2025) – Casey Gocel explores strategies for private dental practitioners to remain competitive in a DSO-driven market without feeling pressured to sell. Read the full article (pages 28-30) [here](#).

["Five Things to Consider When Selling Your Dental Practice",](#) *Endodontic Practice US*, (May 2026)

Areas of Practice

- [Dental Law \(Co-Chair\)](#)
- [Corporate Law \(Co-Chair\)](#)
- [Healthcare](#)
- [Trusts and Estates](#)
- [Tax Law](#)
- [Veterinary Law](#)

Admission

- Alabama
- Arizona
- Colorado
- Connecticut
- Georgia
- Michigan
- Missouri
- Nebraska
- New Hampshire
- New Jersey
- New York
- North Carolina
- Pennsylvania
- Texas
- Utah
- Vermont
- Virginia
- Washington
- Wisconsin

Education

- New York University School of Law, LL.M., Taxation, 2008
- Whittier Law School, J.D., *Magna cum laude*, 2007
- Editor-in-Chief, *Whittier Law Review*
- State University of New York at Albany, B.A., 2002

Speaking Engagements

Preservation of Private Practice Dentistry: Scaling and Growing Your Private Practice in Today's DSO Driven Market – American Association of Oral and Maxillofacial Surgeons, Washington, D.C. (September 2025)

Insights on DSO & PE Transactions with Casey Gocel at the DEO Summit Workshop – McLerran & Associates, Orlando, FL (June 2024)

Pain Free Dental Deals and the DSO Decision: Winning Answers from Every Angle – Florida Academy of Dental Practice Administration, Bahamas (April 2024)

The DSO Decision, A Panel Discussion with Benjamin Bush, Brian Houlahan, and Justin Schafer – Greater New York Dental Meeting (November 2023)

Understanding EBITDA – Dentsply, Las Vegas (September 2022)

A Legal Health Checkup – Fortune Management, Hawaii (July 2022)

Mergers & Acquisitions, Partnership and Transitions – Paramount Oral Surgery Club, Staten Island, NY (September 2019)