

Chris Little Vice President, Strategic Marketing North America

Chris is a healthcare executive with over 26 years building and leading businesses to improve patient lives. He is known for building diverse, high performing teams for positive business results and is recognized for developing a patient centric culture of humility, curiosity and veracity. His professional experiences include B2B and B2C downstream marketing, upstream marketing / new product development, business development, acquisitions, integrations, sales leadership, turn-arounds and leading a start-up.

Chris spent most of the last 26 years with Johnson & Johnson. During his first nine years Chris progressed through a variety of selling and category development roles including leading the Johnson’s Baby business at Wal-Mart with J&J Consumer Companies. Chris transitioned to J&J Vision Care in 2003 and leveraged his selling experience across several Marketing roles within the America’s region across the shopper, consumer, professional and global Marketing disciplines. Recognition includes multiple James E. Burke Marketing Excellence Awards and Marketer of the Year.

More recently, Chris served as Sr. Director, Innovation & Pipeline driving the global Vision Care innovation & pipeline. He led a diverse team focused on product and experience innovation and the evolution of an innovation strategy with focus on unmet needs resulting in a pipeline valued at more than $1.5 billion. Immediately prior to joining Dentsply Sirona, Chris was Chief Operating Office of Sightbox, Inc. a concierge membership start-up acquired by J&J Vision Care in 2017.

Since 2019, Chris has been Vice President, Strategic Marketing North America at Dentsply Sirona leading to empower dental professionals to provide millions of patients with better dental care and to make people smile.

Chris earned his MBA from the University of Arkansas and a B.S. in Business Administration from the University of North Carolina – Chapel Hill.