



**BUSINESS
CONFERENCE**
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Laura Sherman is the Managing Partner of Priority DMS with more than 34 years of experience in dealership operations and finance. From starting as a receptionist to becoming General Manager of one of the largest BMW dealerships in the country, she brings deep industry expertise. She co-launched Dealer Merchant Services to help car and truck dealers reduce processing costs and increase profitability and now focuses on expanding integrated solutions through Priority DMS.

