

# DANIEL DUDLEY (HE/HIM)

daniel@danley.is · (440) 985-8704 · @daniel\_dudley  
<https://www.linkedin.com/in/thedanieldudley/> · <https://danley.is>

## OPERATIONS MANAGEMENT | REVENUE MANAGEMENT | STRATEGY CONSULTANT

Strategic, collaborative leader with a bias for action and a focus on data-driven and innovative continuous improvement, including 8+ years experience with startups in healthcare and technology. Leverages startup experience to excel and be adaptable with ambiguous requirements within high-growth, fast-changing environments, while partnering with cross-functional, distributed teams.

### SKILLS

- **CRM:** Salesforce, LinkedIn Sales Navigator, Zoho, Copper, CapsuleCRM, Hubspot
- **Marketing Automation:** Mailchimp, Bronto, Pardot, Constant Contact, Campaign Monitor, Litmus
- **Analytics:** MS Excel, Google Sheets, Tableau, Crazy Egg, Visual Website Optimizer, Hotjar
- **Web Design/SEO:** Wordpress, Squarespace, Elementor, Wix, Webflow, BrowserStack, Trustpilot, (Seo)Moz, Yoast,
- **Social/PPM:** BrightEdge, Conductor, SproutSocial, Facebook Insights, LinkedIn Campaign Manager, Google Ads, Bing Ads
- **Professional:** Ideation, Facilitation, Strategic Planning, Analytics/Reporting, Project Management, Partnership Strategy, Critical Thinking, Fractional CMO/COO, Chief of Staff

**Lopez Fellow:** Selected in 2021. An initiative of the Hernan Lopez Family Foundation to build the next generation of diverse leaders.

### PROFESSIONAL EXPERIENCE

#### Director of Revenue Operations | RxWare (PharmaTech), Remote, USA

*April 2022 - Present*

- Own \$1.0+ million budget for revenue organization overseeing product marketing, media placement, event and experiential management, and social paid/earned/owned digital strategy to drive new commercial opportunities.
- Consult with the CEO and executive team to set performance targets, OKRs, KPIs and operation strategy to hit forecast goals.
- Facilitate cross-functional collaboration between distributed product, customer success, sales, and marketing teams to support commercial initiatives.

#### Revenue Operations Manager | RxWare (PharmaTech), Remote, USA

*April 2021 - April 2022*

- Owned top-of-funnel commercial pipeline for all pharmaceutical business opportunities with a target deal size of \$300K+.
- Created forecasting model to predict cash flow growth, MRR, and ARR over 12 months.
- Manage AR/Billing, pricing strategy, and analytics reporting for all direct and reseller clients of enterprise SaaS product.

#### Cofounder, Head of Operations | Lazurite (Medical Device), Cleveland, Ohio

*June 2015 - September 2020*

- Led executive team meetings, including setting annual/quarterly targets across operations and commercial strategy to ensure alignment with company milestones.
- Owned business operations, talent management, facility/real estate negotiations, and contracting/legal activities, including multiple outside counsel firms with retainers in excess of \$300K/year.
- Owned vendor/partner relationship for contract values in excess of \$50K, including negotiated deferral and permanent reduction of \$1.0+ million dollars in past due accounts payable during a financially challenging situation.
- Managed multi-million dollar budget, including cash management (\$1NAV), forecasting, and accounting relationships with a focus on cash-efficient investing and cost containment.
- Managed board of directors, investor relations, and federal/state/municipal relationships resulting in multiple successful introductions, partnerships, and contracts.
- Developed successful commercialization strategy using KOL identification, landscape analysis, TAM/SAM/SOM, and go-to-market tactical plan to bring first-in-class medical device to market.
- Served as Board Observer, Corporate Secretary, Tax Matters Representative, and Partnership Representative for the organization in addition to managing the cap table and developing all fundraising materials.

#### Lead Strategist, Healthcare | LinkMedia360, Cleveland, Ohio

*January 2015 - July 2015*

- Grew wholly owned accounts to over \$650K in annualized investment with a 100% retention track record on contract renewal.
- Led client relations and provided strategic direction for all clients within the healthcare vertical (approximately 60% of agency client base).
- Managed and trained a team of content writers and marketing specialists on analytical reporting, high-value lead generation, and leveraging efficient, creative, scalable campaigns resulting in agency-leading results for clients.

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### PROFESSIONAL EXPERIENCE Continued

**Digital Marketing Strategist** | LinkMedia360, Cleveland, Ohio

*April 2014 - January 2015*

- Recruited to launch the digital division of a legacy marketing agency. Grew revenue from \$0 to \$1.2 million ARR, adding value in 18 months.
- Managed over \$300K in annualized digital ad spend through text-based, retargeting, and display advertising channels.
- Created and implemented search marketing strategies for the financial services, consumer products, and senior care industries, beating out national agencies in head-to-head performance reviews.
- Developed custom analytics and reporting dashboards to measure impacts of marketing activities on clients' specific KPIs.

**Lead Advisor, Paid, Earned, & Owned Media** | SBN Interactive, Cleveland, Ohio

*February 2014 - April 2014*

- Managed all social, paid, earned, and owned digital marketing efforts for all SBN Interactive B2B clients including the development, execution, and analysis of PPC campaigns, on- and off-page SEO, and high-level content strategy.
- Developed and presented custom, omnichannel integrated marketing strategy plans and analytics reporting to present findings to clients ranging in size from start-up companies to the Fortune 1000.
- Led web design team, mentoring all internal and client web projects, developing approximately 4 websites a month.

**SEO and Analytics Specialist** | SBN Interactive, Cleveland, Ohio

*May 2013 - February 2014*

- Provided business development support by developing new sales packages around social, paid, earned, and owned media.
- Owned all search engine optimization and digital reporting for all clients, resulting in new revenue stream for the agency.
- Managed web usability for internal SBN social properties and client sites including auditing existing and prospective sites for user experience and designing website wireframes for in-house design and development teams with an emphasis on ease of development, usability, and SEO.

### CONSULTING EXPERIENCE

**Principal, Consultant** | Danley Advisors, Cleveland, Ohio

*April 2014 - Present*

- Serve as consultant to technology and healthcare companies in the areas of ideation, product management, marketing/brand development, and strategic planning.
- Advised on Government Affairs strategy (directly responsible for contracts in excess of \$100K - \$1.0M).
- Led multiple businesses through the first round of the 2020 CARES Act PPP loan process with 100% forgiveness rate.
- Consulted with banks on implementing the first round 2020 CARES Act PPP funding programs.
- Organized annual event for Cleveland startup ecosystem (100s in attendance, 5 years running).

### COMMUNITY INVOLVEMENT

**Mentor** | FedTech, Remote, USA

*July 2021 - Present*

- Serve as a mentor on marketing, operations, and commercialization strategy to Deep Tech entrepreneurs through the following programs: FedTech Startup Studio, National Security Innovation Network (NSIN) (The Foundry), and Department of Energy (DOE) Emerging Tech Studio.

**Cleveland Chapter Head** | Out in Tech, Cleveland, Ohio

*June 2022 - Present*

- Manage the operations for the Cleveland/Northeast Ohio chapter for Out in Tech, a national 501(c)3 focused on uniting and empowering the LGBTQ+ tech community.

**Ohio State Coordinator** | Global Entrepreneurship Network (GEN), Cleveland, Ohio

*May 2021 - Present*

- Coordinate and manage the festivities around Global Entrepreneurship Week on behalf of GEN for the state of Ohio. GEN connects entrepreneurs, investors, researchers, policymakers and more around the globe.

### EDUCATION

**Bachelor of Arts** | Oberlin College, Oberlin, Ohio

May 2012

**CORe Credential of Readiness** | Harvard Business School (Online)

March 2021

**Business & Financial Modeling** | Wharton School (Online)

April 2023

**Brand Strategy** | Section School (Online)

October 2021

**Momentum (Formerly Bad Girl Ventures)** | Aviatra Accelerators, Cleveland Ohio

December 2012