



DAN NELSON'S BIO

Suncoast Partners International

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Professional Overview

Dan has over 30 years of senior management experience in sales, marketing, operations and product management in the healthcare, IT, logistics/transportation and manufacturing industries. His personal success as a senior leader fuels his consulting practice and provides customers with practical knowledge to improve their own sales organizations.

Dan's expertise is in the following areas: designing and implementing advanced new business development programs and processes; developing and launching new revenue-generating products, services and capabilities; galvanizing sales growth with significant gains in revenue, profit and market share; optimizing business relationships with clients, channel participants and alliance partners; and restructuring and revitalizing the growth culture within SMB organizations.

Most recently, Dan was Executive Vice President of Sales and Marketing at DTx Inc., a solutions integrator providing custom embedded computing systems and display solutions for Medical Device, Industrial Automation and Mil/Aero OEMs. In this position, he helped grow revenues from \$19.5 million to \$38.1 million in three years while also improving gross margins from 25 percent to 30.2 percent. At the end of 2012, Dan headed the M&A team that facilitated the acquisition of DTx by a global leader in industrial automation.

While with Stinger Medical as Executive Vice President and COO, Dan had full leadership accountability for achieving the profitability goals of the organization. He worked directly with the CEO to guide the organization's strategy and ensure its marketplace dominance while also managing the sales, marketing, customer support and product management teams. Dan successfully converted the organization's go-to-market strategy from an indirect sales model to a direct sales team, growing revenues from \$19M to \$27M (42 percent) the first year after implementation.

Dan has also been in senior management roles with Comdata Corporation, USCO Logistics, Commodore Computers, Martin Marietta Data Systems and Burroughs Corporation.

Dan brings his vast experience and success to his current consulting practice, Suncoast Partners International LLC. Working closely with customer's senior leadership team, Dan combines his cross-functional expertise with practical hands-on discipline and real-world perspectives to provide them with the competitive advantages they need to prosper.

Dan graduated from Drexel University with a B.S. in Finance. He has lived in Sarasota, FL for the past 25 years.