Daniel David Elles

Macomb, MI

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586-801-2548

SUMMARY

Over 20-years of experience of sales and marketing experience including: IT security, data analytics, public relations, marketing, and communications.

EDUCATION

Bachelor of Arts, Communications

Au

Wayne State University, Detroit, MI

Associates Degree – Legal Studies

April 2023

August 2023

Macomb Community College, Warren, MI

Bachelor of Arts, Business Admin

June 1986

Michigan State University, East Lansing, MI

US Marine Corps. Officer Candidate School

August 1986

Quantico, VA

EXPERIENCE

President

May 2006 – Present

ADVICON Corp. - Roseville, MI

- Responsible for all aspects of hiring, planning, execution, and budgeting.
- Determine strategic direction and spearhead technology integration for client IT security with internet marketing services.
- Tripled revenues, grew personnel, expanded local market share from 5 to 25%.

Managing Director - Greater China

Mercury Interactive Inc. – Hong Kong, China

April 2001 – May 2006

- Opened up Greater China Office for this INC. 500 Fastest growing firm in 2001.
- Grew sales from \$100,000 to \$1.2 million annually.
- Negotiated distributor and channel partner contracts to maximize foothold in dynamic technology market for China, Hong Kong, Macau and Taiwan.

Sales & Marketing Director – Hong Kong

Unisys China Ltd. – Beijing, China

May 1999 – April 2001

- Responsible for department marketing, sales, and Profit &Loss.
- Grew sales from \$1.5 million to \$2.5 million annually.
- Started the Asia-Pacific CIO Council with Unisys, Microsoft, ORACLE, CISCO.
- Introduced the Unisys foray into Distributed Computing Architecture for large corporations: banks, government and multinational enterprises.

Group Marketing Director - South East Asia

Ogilvy & Mather Direct – Singapore

April 1996 – May 1999

Profit & Loss responsibility for IBM account throughout South East Asia.

SKILLS

Certified Paralegal. Project Management and IT Security Certifications.

AWARDS

Habitat for Humanity - Outstanding Board of Director Member 2008.

ALS Michigan - Best Performance by a Board Member 2009.

Clinton Township Development Authority - Board of Directors Award 2010.