

**Daniel David Elles**

Macomb, MI

daniel.david.elles@gmail.com

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 August 2023  
Wayne State University, Detroit, MI

Associates Degree – Legal Studies April 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.