



Dan Harris

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Head of Marketing Position

An international marketing leader with top-flight skills and experience to grow an organisation at any stage of its life cycle. Recognised for strategic and hands-on approach in improving revenue and market share in Silicon Valley California, Paris, London, Wales, Luxembourg, Washington DC, and New York for leading companies, such as Apple Computer, McAfee Security, Virgin, UBS and Mitel Telecom while developing winning strategies for clients. Adept fostering relations in matrix organisations and with key stakeholders, clients and partners.

Highlights of Expertise

- Board-level communications
- Branding and PR
- Digital marketing
- Market analysis
- Product marketing
- Lead generation
- CRM/Email marketing/WordPress
- Distributor/reseller programs

Career Experience

MANAGING DIRECTOR, HYMNSHEET LTD. (2004 to Present)

HymnSheet Ltd. provides winning marketing solutions for clients in the UK, EU and USA, including branding, PR, product marketing, pricing, channel partnerships, social media, CRM, business development, content and lead generation.

- ◆ Designed effective marketing and sales strategies for clients
- ◆ Regular guest speaker on local BBC Radio and BBC Radio Five Live, podcasts, conferences and industry events
- ◆ Built dynamic teams and reseller programs
- ◆ Promoted growth-oriented start-ups as an executive board member of UK government initiatives
- ◆ Achieved sell-out crowds, won grants, signed large sponsors and quadrupled membership for community cinema

VICE PRESIDENT, EXECUTIVE BOARD MEMBER, CHELTENHAM CHAMBER OF COMMERCE (2009 to Present)

Executive member for one of the largest business associations in Southwest UK

- Built Chamber's sales and marketing infrastructure, including website and online communications and benefits
- Increased membership by 50% in two years
- Created and hosted over 100 successful video series of leading business leaders and tourism
- Editor, Chamber News newsletter, distributed to 5K+ businesses in the southwest
- Delivered large public events featuring UK Deputy Prime Minister and Business Secretary

*Additional experience as Product, Channel and Pricing Manager, **Apple Computer**; EMEA Marketing Manager **McAfee Security**; Director, Partner Programs, EMEA, **BroadVision**; Head of UK & EMEA Channel Marketing, **Mitel Telecom Ltd.**; Interim Marketing Director, **Virgin.net**; and Marketing Director, **Europe Online, S.A.**; US Treasury Trader, **Union Bank of Switzerland Securities Ltd.** and Chair and Founder, **Charlton Kings Film Society.***

Education, Training, Citizenships and Languages

Bachelor of Science in Political Science and Economics, State University of New York, Brockport, USA

Scholarly Exchange Program, Brunel University, Uxbridge, Middlesex, UK

Graduate Diploma in Economics, London School of Economics and Political Science, London, UK

Executive Management Program (Apple Computer Sponsored), Wharton School of Business, Philadelphia, PA, USA

Citizenships: USA, UK and Italy

Languages: conversant in German; basic level in French and Italian