CURRICULUM VITAE

Daniel Shamp

Chief Executive Officer | Performance Improvement | Enterprise Transformation

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Executive Summary

Executive leader, operator, business owner, and advisor with more than 25 years of experience improving organizational performance, scaling businesses, leading transformation, and creating enterprise value across manufacturing, services, hospitality, commercial real estate, and consulting.

Proven ability to diagnose complex business challenges, improve operating performance, strengthen financial discipline, accelerate revenue growth, implement scalable systems, and lead organizations through periods of change, acquisition, integration, and ownership transition.

Experienced partnering directly with owners, boards, founders, executive leadership teams, and investors on strategic planning, operational transformation, profitability improvement, organizational design, technology implementation, growth strategy, and long-term value creation.

Known for combining big-picture strategic thinking with hands-on execution, bringing structure to complex environments, aligning stakeholders around a clear path forward, and translating analysis into measurable business outcomes.

Areas of Executive Leadership

Performance Improvement • Operational Transformation • Profitability Improvement • Revenue Growth • Enterprise Strategy • Manufacturing Operations • Business Process Redesign • M&A Integration • Financial Stewardship • ERP & Systems Implementation • Organizational Transformation • Change Leadership • Executive Advisory • Stakeholder Management • Strategic Planning • Business Development • Commercial Strategy • Executive Communications • Ownership Transition • Enterprise Growth

SELECTED ENTERPRISE IMPACT

Selected Enterprise Impact

Performance Improvement & Transformation

- Led enterprise performance initiatives across finance, operations, manufacturing, sales, marketing, technology, project management, customer experience, human resources, and organizational development.
- Directed operational transformation initiatives including ERP implementation, process redesign, workflow standardization, executive reporting, governance improvements, and development of scalable operating systems.
- Strengthened financial controls, operating discipline, performance visibility, and management accountability across multiple organizations.
- Built and developed leadership teams capable of operating with greater accountability, efficiency, and independence while supporting sustained organizational growth.

GROWTH, PROFITABILITY & ENTERPRISE VALUE

- Founded, acquired, operated, invested in, advised, and successfully exited privately held businesses across manufacturing, hospitality, consulting, commercial real estate, and international business development.
- Acquired Eagle Minneapolis and increased annual revenue approximately 30% during the first year through strategic repositioning, operational improvements, enhanced customer experience, and disciplined financial management.
- Helped grow ASI Minnesota from approximately $1.5 million to more than $6 million in annual revenue through commercial strategy, market expansion, acquisitions, operational leadership, and development of long-term customer relationships.
- Expanded organizations into new geographic markets through organic growth, acquisitions, national account development, strategic partnerships, and channel expansion.

M&A, INTEGRATION & OWNERSHIP TRANSITION

- Negotiated business acquisitions, led due diligence, secured financing, managed ownership transitions, and directed post-acquisition integration.
- Expanded ASI Minnesota to a 10-state territory through a combination of organic growth and acquisition of other franchise operations, integrating new markets into a broader operating platform.
- Successfully founded, scaled, and sold Mission Manor to its largest competitor.
- Advised companies and investors on acquisition evaluation, commercial strategy, market expansion, and long-term enterprise development.

STRATEGIC PARTNERSHIPS & COMPLEX NEGOTIATION

- Built long-term executive relationships with owners, boards, manufacturers, architects, developers, healthcare systems, universities, hospitality organizations, contractors, and enterprise clients throughout North America.
- Negotiated multimillion-dollar commercial agreements while balancing client objectives, financial performance, operational requirements, risk, and long-term strategic value.
- Represented international manufacturers headquartered in Israel, Denmark, South Korea, and the United Kingdom while developing North American market-entry strategies, distribution networks, strategic partnerships, and executive relationships.

Professional Experience

Eagle Minneapolis

Owner & Chief Executive Officer | 2023–Present

Lead enterprise strategy and operating performance for an established hospitality business with responsibility across finance, operations, marketing, customer experience, facilities, commercial real estate, capital planning, vendor management, and long-term business strategy.

Representative Outcomes

- Increased annual revenue approximately 30% during the first year through operational improvements, strategic repositioning, and enhanced customer experience.
- Strengthened organizational performance through improved financial controls, operating discipline, performance standards, and management accountability.
- Led capital planning, vendor management, facilities operations, branding initiatives, and strategic investment decisions.
- Established scalable business processes supporting improved profitability, organizational resilience, and continued growth.
- Acquired the business through a negotiated transaction, led ownership transition, and implemented post-acquisition operational improvements designed to increase long-term enterprise value.

Serigraphics Sign Systems

Vice President | 2021–Present

Provide executive leadership for a custom manufacturing and commercial graphics organization specializing in architectural signage, branded environments, and large-format digital print solutions. Partner directly with ownership on manufacturing performance, commercial strategy, organizational systems, customer experience, and enterprise growth.

Representative Outcomes

- Lead executive functions spanning manufacturing, sales, marketing, finance, estimating, project management, customer service, installation, and technology.
- Directed implementation of an enterprise ERP platform that improved workflow management, reporting, operational transparency, executive decision-making, and organizational scalability.
- Standardized operational processes and management systems to strengthen efficiency, accountability, and performance visibility.
- Partner with ownership on strategic planning, capital investment, organizational development, profitability, and long-term enterprise growth.
- Strengthened executive reporting and cross-functional operating rhythms to improve manufacturing performance and customer outcomes.
- Helped transform the company from a regional provider into a national competitor by expanding geographic reach, developing national client relationships, and building the commercial and operational infrastructure required for broader scale.

Mission Manor

Founder & Chief Executive Officer | 2016–2022

Founded, financed, scaled, and successfully exited a differentiated hospitality and entertainment business through acquisition by its largest competitor.

Representative Outcomes

- Bootstrapped the business from concept through successful acquisition.
- Grew annual revenue to approximately $760,000 while generating approximately $150,000 EBITDA.
- Expanded product and service offerings in response to customer demand and market opportunity.
- Developed proprietary customer experiences, operating systems, workflows, and business processes.
- Managed financial performance, staffing, marketing, customer experience, facilities, and growth strategy.
- Successfully negotiated the sale of the business to its largest competitor.

Shamp & Associates

Founder & Principal | 2019–2021

Joined ASI Signage during a period of rapid growth and advanced into executive leadership and ownership. Partnered with ownership across manufacturing, commercial operations, finance, technology, customer service, growth strategy, and long-term enterprise value creation.

Representative Outcomes

- Developed market-entry and commercial growth strategies for international manufacturers seeking expansion across North America.
- Represented international manufacturers as their North American business development and strategic growth partner.
- Built distribution networks, strategic partnerships, new sales channels, and executive-level customer relationships.
- Advised organizations on acquisition opportunities, commercial strategy, market positioning, and growth initiatives.
- Supported commercial real estate investment and strategic business development activities.
- Led geographic expansion initiatives across North America, identifying growth opportunities and building the partnerships and infrastructure required to enter new markets.

ASI Signage

Director of Sales → Chief Executive Officer & Equity Partner | 2012–2019

Joined ASI Signage during a period of rapid growth and advanced into executive leadership and ownership. Partnered with ownership across manufacturing, commercial operations, finance, technology, customer service, growth strategy, and long-term enterprise value creation.

Representative Outcomes

- Helped grow annual revenue from approximately $1.5 million to more than $6 million through commercial strategy, operational leadership, acquisitions, geographic expansion, and long-term customer relationships.
- Became a 50% equity partner through a combination of negotiated purchase and earned equity.
- Expanded the business to a 10-state territory through organic growth and acquisition of other franchise operations.
- Led integration of acquired markets into a broader operating platform while standardizing systems, processes, and commercial strategy.
- Conceived, launched, and commercialized a large-format digital printing division from the ground up.
- Led equipment evaluation, capital planning, production workflow design, material sourcing, pricing strategy, staffing, training, quality standards, and go-to-market execution.
- Built a scalable manufacturing capability that expanded the company's product portfolio and competitive position.
- Led executive functions across manufacturing, sales, marketing, finance, estimating, project management, customer service, installation, and technology.
- Built commercial processes that strengthened forecasting, customer retention, operational alignment, and financial performance.
- Negotiated multimillion-dollar agreements across healthcare, higher education, hospitality, corporate, and commercial markets.
- Served on the National Franchise Owners Board supporting strategic initiatives across the broader organization.
- Received multiple national leadership and sales excellence awards.

MDC Wallcoverings

Territory Sales Executive | 2005–2012

Developed one of the company's highest-performing commercial territories serving architects, healthcare organizations, higher education institutions, hospitality organizations, contractors, and commercial clients.

Warners' Stellian

Builder Division Sales | 2003–2005

Supported strategic business development throughout the residential construction market while building relationships with builders, architects, designers, and developers.

Education

Bachelor of Science (B.S.)
The Art Institutes International Minnesota

Bachelor of Architecture (B.Arch.)
Iowa State University

Board, Professional & Community Leadership

Daniel has been repeatedly elected and appointed to leadership positions within national and regional professional associations, franchise organizations, nonprofit boards, and industry groups, reflecting a long-standing commitment to governance, industry advancement, and servant leadership. His board experience has included strategic planning, organizational development, member engagement, governance, and advancing the long-term mission of member-driven organizations.

- **International Facilities Management Association (IFMA)** — Board President
- **National Franchise Owners Board** — Board Member
- **International Interior Design Association (IIDA), Northland Chapter** — Board Member
- **TwinWest Chamber of Commerce** — Board Member
- **American Society of Interior Designers (ASID)** — Board Member
- **American Institute of Architects (AIA)** — Committee Chair
- **Retail Design Institute (RDI)** — Founding Member | Committee Chair
- **Entrepreneurs' Organization (EO) Minnesota** — Member
- **Minneapolis Downtown Council** — Member

Community Leadership

Totino-Grace Gala — *Creative Director | 30+ Years*

Provided executive leadership supporting one of Minnesota's largest annual charitable fundraising events, helping strengthen community engagement and long-term philanthropic impact.

Eagle Minneapolis

As owner of Eagle Minneapolis, actively partners with nonprofit organizations, civic leaders, businesses, and advocacy organizations to strengthen Minnesota's LGBTQ+ community through inclusive programming, charitable initiatives, educational events, and community engagement.

Awards & Recognition

- **Volunteer of the Year** — International Interior Design Association (IIDA), Northland Chapter
- **National Leadership Recognition** — ASI Signage National Franchise Owners Board
- **Multiple Sales Excellence Awards** — Recognized across multiple organizations for sustained commercial performance, executive leadership, and business development.
- **Rookie of the Year** — MDC Wallcoverings
- **Most Valuable Player** — MDC Wallcoverings