

Dana Martin | Owner and Manager

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Innovation and Entrepreneurship

Passionate, value-driven product development with experience leading cross-functional teams to plan, build, launch and manage world-class innovations. Blend technology skills with extensive experience, a marketing orientation and analytical abilities to evolve product strategy. Prioritize and manage multiple projects within specifications and budgets.

Products from initial concept to delivery. Skills include:

- Technical Product R&D
- Team Leadership
- Product Lifecycle Management
- Identify Sales Targets
- Go-to-Market Launch Plans
- Product Roadmaps
- Market research
- UX / UI Design
- A/B Testing
- Client Solutions
- Requirements Gathering & Analysis
- Market & Competitor Research
- Test-Driven Development
- Troubleshooting & Debugging
- Financial Modeling & Forecasting

Professional Experience

- Owner Manufacturer, **Wooden Rainbow Furniture**. Estes Park Colorado. *2 years 1985-1987*
- Sales Manager, **Sunrise Resorts**, Campground Membership Sales, Renton, WA. *1 year 1988-1988*
- Sales Manager, **Waterway Spas**, National Record Holder for number of Spas sold in a year (327). *2 years 1989-1990*
- Owner Operator, **National Espresso**. Imported Conti Espresso Machines, Manufactured Espresso Carts, Trailers and Cafe Build-out. Assisted over fifty clients in the complete process of opening their businesses. Seattle WA - Boston MA. *7 years 1990-1997*
- Owner Manufacturer, **Big Country Banner and Sign**. Manufactured Posters, Banners and Trade Show Graphics. Customers include - Microsoft, ATT, US Military, Schwartz Bros, Apple Computer, Nintendo, US West, Boeing Corp, Disney Animation, Coca Cola, NASCAR, World Vision. Invented Monaco Giclee Fine Art reproduction system. *7 years 1998-2005*
- Owner Developer, **Sterling Blackstone**. Developed Trading Algorithms for clients of the currency market including banks and hedge funds. *15 years 2006-Present*
- Owner Manager, **Base Camp Industries**, Crypto Coin development and distribution networks. *2020-Present*

Education

Estes Park High School

Technology Summary

Espresso Machine Maintenance and Repair
Engine Maintenance and Repair
General Plumbing, Electrical and Construction

Web Design UgoPogo.com
Adobe Illustrator
Adobe Photoshop
