

Dan Hock

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PROFESSIONAL SUMMARY

A highly motivated, passionate, and dedicated Business Manager & Executive Leader with 25+ years of experience leading operations to achieve profitable growth and maintain client relations. Demonstrated ability to manage multiple business units including Finance, Bookkeeping, Customer Service, Sales, Marketing, Engineering, Quality Control, and Warehouse Operations with a focus on continuous growth and development. Lead staffing initiatives including evaluating potential employees, hiring and training staff in every position from clerical to executive.

SKILLS & COMPETENCIES

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| • Business/Project Management | • Staff Training & Development | • Sales and Marketing |
| • Supply Chain Management | • Market Analytics | • Bookkeeping |
| • Vendor Relations | • Business Development | • Staff Evaluation |

WORK EXPERIENCE

Hock Enterprises, LLC | Ashburn, VA 2023 - present

Business Consultant/Managing Member

- Perform business consulting services for clients – from bookkeeping and CPA integration, to legal review, consulting on all areas of the clients’ business – employee relations, asset and debt management, sourcing, negotiating pricing and terms, marketing, forecasting and project management
- Source products globally to meet clients specifications – use international manufacturing expertise to find, develop and cultivate manufacturing partners in various marketplaces like consumer goods, marketing products, and industrial parts

Zumer Sport, Inc | San Luis Obispo, CA / Sterling, VA 2008 - 2023

President / CEO

- Founded the company, invented new products in the market, received several patents, and successfully built the company from the ground up with profitable operations, including obtaining NCAA licensing with 25 major universities
- Zumer Sport focused on designing and making consumer products (bags and accessories) from actual sport ball materials such as basketball leather, football leather, etc.
- Primary focus was on eCommerce, but also wholesale and B2B to maximize return on investment (ROI)
- Handled all aspects of running the business including digital marketing, eCommerce, legal, accounting, HR, and sales

Zaca Creek Development, LLC | San Luis Obispo, CA 2004 - 2008

President / Managing Member

- Zaca Creek bought, managed, and sold commercial and residential real estate, operated brick and mortar retail stores, and executed product development
- Personally founded the company as well as operated and supervised every department to ensure goals were met
- Researched and analyzed market trends to identify areas to implement strategic initiatives to maximize opportunities

Nu-Seals, Inc | Van Nuys, CA / Northridge, CA / San Luis Obispo, CA 1990 - 2003

President

- Nu-Seals was a premiere supplier of industrial products such as seals and washers, imported from South Korea, Taiwan and China, with 300+ distributors worldwide
- Started with the company as Bookkeeper and received various promotions including Operations Manager in 1992, culminating with becoming President in 1999
- Led the sale of the business in 2002, from initial negotiations to shepherding the legal aspects of the sale with multiple attorneys from both sides, to a successful acquisition and management changeover
- Under direct leadership, successfully grew the company from \$1-2 million in revenue to \$10+ million upon its sale
- Over 14 years of employment, worked in and supervised every department including HR, Warehouse, QC, Engineering, Marketing, Sales, Customer Service, Purchasing, and Accounting & Finance

EDUCATION

Pepperdine University, B.A. Business Administration

Graduated: 1990