

# DANIEL ISAAC KASNITZ

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216 Quails Hill Road, Brattleboro VT, 05301

## Professional Experience

**KASNITZ MEDIA GROUP, LLC**, Brattleboro VT 2013-Present

*Owner*

Design and implementation of co-operative marketing strategies and campaigns.

Clients include MOTU, Sweetwater, Røde Microphones, Greenfield Savings Bank, Brattleboro Savings & Loan, TD Bank, The Arts Block, The Shea Theater, Centre Congregational Church of Brattleboro, VT, All Souls Unitarian Universalist Church, Brattleboro, VT, VT, Cellist Eugene Friesen, Guitarist Freddie Bryant, Vermont Artisan Designs, Replay Music, Turn it Up!, Loot, Great Falls Harvest Restaurant, Windspeed Media, Magpie Restaurant, Webwerks, Smithsonian Chowder House, Vermont Jazz Center.

**VERMONT SONGWORKS/BRATTLEBORO CENTER STAGE**, Brattleboro, VT 1995-Present

*Owner*

Member of “Sharon & Daniel” musical duo— “Anthems of the Heart” participatory performance events, Production/Performance space in the Brooks House, downtown Brattleboro, VT. Extensive performances & recording sessions with myriad ensembles on vocals, bass, guitar, keyboards and percussion. Recording/live sound engineer, producer and recording studio owner, pro audio and computer technical contracting. Production, engineering, composing and arranging, Producer and promoter of live music events.

**THE ARTS BLOCK**, Greenfield, MA 2012-2016

*Audio Engineer, Promotions & Productions*

Audio for myriad live performances, live and studio recordings. Website & social media and press relations. Event production. Installation design and implementation. Strategic Planning & Marketing.

**SWEETWATER SOUND, INC.**, Ft. Wayne, IN 1997-2001

*Marketing Consultant — Direct Retailer of Music Technology Products*

Marketing consultant for leading direct retailer of musical instruments and pro audio equipment. Creation of corporate identity messages, ad concepts, copy and design. Purchasing of advertising (approximately \$1.5M annually). Sale of cooperative advertising to vendors (approximately \$750,000 annually). Publication of periodic Equipment Directory and direct mail campaigns.

Selected Achievements:

- Created core positioning messages and marketing materials.
- Created and implemented industry first national print media co-op advertising program.
- Increased national print ads from 100 full pages per year to over 300 full pages per year with no increase in internal advertising budget by selling co-operative ad space to product vendors.
- Initial design and publication of 200+ page, semi-annual Equipment Directory publication.
- Wrote and implemented numerous direct mail campaigns.
- Designed and implemented major employment drive for sales department.
- Designed and programmed databases for vendor co-op tracking, advertising management and human resources management.

**CHOICEPOINT, INC.**, Williamsville, VT

1995-1998

*Co-founder/Principal, Vice President – Strategic Planning/Project Management Software Developer*

Founded company with author/consultant/trainer Robert Fritz. Developed ST/Pro™ software including design, programming and contracting of third party developers. Sales and marketing of software products. Creation and management of reseller network. Conference and group instruction in strategic planning, sales and the creative process. Design and maintenance of sales and computer systems. Work for sister company, "The Fritz Consulting Group" including design and implementation of business and personal training courses, management consulting engagements and public events.

Selected Achievements:

- Designed, developed and released ST/Pro™ software.
- Sold networked versions to key accounts including Boehringer Ingelheim, United Technologies Carrier, Warner-Lambert, Schering-Plough, John Hancock Mutual Life Ins., Merrill Lynch, McKesson Health Systems, Banco Nacional de Mexico, Baylor College of Medicine, Georgia State University, Royal Ford Lincoln/Mercury, US Air Force, Swedforest International AB.
- Designed and presented professional sales training courses.
- Negotiated sale of company assets to "The Fritz Group, Inc.", a venture funded and operated by New Pig Corp. of Tipton, PA, a developer and direct marketer of industrial hazardous waste clean-up products. Completed sale of assets in August 1997.
- Managed Choicepoint's conversion into Windham Holdings, Inc. a holding company with an equity position in The Fritz Group, Inc. Continued as Chairman and President of Windham Holdings, Inc.

**MARK OF THE UNICORN, INC. (MOTU)**, Cambridge, MA

1987-1996

*Director of Sales and Marketing – Professional Music Software and Hardware Developer*

Responsible for worldwide sales and marketing activities. Advertising design and placement. Direct mail campaigns. Software and hardware product design. Exhibited at 40+ tradeshow in the USA, UK Germany and Italy. Extensive sales & product demo tours, US and abroad. Sales automation system design and programming.

Selected Achievements:

- Negotiated bundling agreements with five major keyboard manufacturers.
- Initiated and maintained large volume sales and co-op promotions with top US musical instrument retail chains including Guitar Center, Sam Ash Music and Sweetwater Sound.
- Developed Japanese distribution arrangements for substantial market share gains at high margins.

**ACTON MUSIC CENTER**, Acton, MA

1985-1987

*Manager – General Musical Instruments Retailer*

Involved in all aspects of the business from sales to purchasing to advertising, etc.

**CONCORD SPICE & GRAIN**, Concord, MA

1973-1984

*Various Roles – Natural and Gourmet Foods Retailer*

Kasnitz Family owned business. Started working in 6<sup>th</sup> Grade.

## Education

- BERKLEE COLLEGE OF MUSIC**, Boston, MA  
Bachelor of Music Cum Laude in Music Production & Engineering 1986
- CONCORD-CARLISLE REGIONAL HIGH SCHOOL**, Concord, MA  
Graduated 1976
- MARLBORO COLLEGE**, Marlboro, VT 2015  
Certificate, Marlboro College Non-Profit Board Leadership Institute
- EXTENSIVE PROFESSIONAL TRAINING**, Various Locations and Times. Including Dale Carnegie & Dale Carnegie Sales Courses, The Structural Consulting Certification Program, Tom Hopkins Sales Training, and many others.

## Volunteer Executive Experience

- ALL SOULS CHURCH UNITARIAN UNIVERSALIST**, Brattleboro, VT. 2015-2018  
*Member At-Large, Board of Trustees*
- BRATTLEBORO AREA JEWISH COMMUNITY**, Brattleboro, VT. 2014-2017  
*President, Board of Trustees – Congregation Shir Heharim*
- SHEA COMMUNITY THEATER, INC.**, Turners Falls, MA. 2013-Present  
*Member At-Large, Board of Trustees*
- MAHALO ARTS CENTER, INC.**, Brattleboro, VT. 2014-Present  
*Clerk, Board of Trustees*

## References:

- CHUCK SURACK**, Sweetwater, Ft. Wayne, IN (800) 222-4700  
*Owner, President & CEO*
- ROBERT NATHANIEL**, Mark of the Unicorn, Inc., Cambridge, MA (617) 576-2760  
*Owner, President*
- GARY HENRY**, Northern Track Studio, Wilmington, VT (802) 254-8454  
*Owner*
- STARR LATRONICA**, Brooks Memorial Library, Brattleboro, VT (802) 254-5290  
*Director*