

DANIEL 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 Latchis Arts, MOTU, Sweetwater, Røde Microphones, Greenfield Savings Bank, Brattleboro Savings & Loan, TD Bank, The Arts Block, The Shea Theater, Cellist Eugene Friesen, 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, VT 1995-Present

Owner

Member of "Sharon & Daniel" musical duo. 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.

EXIT 1 EMPORIUM, Brattleboro, VT 2021-2022

Founder/Owner

Launched Indoor pop-up craft fair with 28 local maker/vendor tables. Transitioned to ongoing business.

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.
- 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 – 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+ tradeshows 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 6th Grade.

Education

BERKLEE COLLEGE OF MUSIC, Boston, MA

Bachelor of Music Cum Laude in Music Production & Engineering

Graduated

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.

2013-2018

Member At-Large, Board of Trustees

MAHALO ARTS CENTER, INC., Brattleboro, VT.

2014-2020

Clerk, Board of Trustees

References:

CHUCK SURACK, Sweetwater, Ft. Wayne, IN

(800) 222-4700

Founder, Chairman

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