

DANIEL LUIS HERRERA

18707 NE 14th Avenue, Unit 521, Miami, FL 33179 | +1 (305) 308-8991 | dan.luis.herrera@gmail.com | www.linkedin.com/in/daniellherrera

EDUCATION

FLORIDA STATE UNIVERSITY (Tallahassee, FL)

Aug 2010 – May 2014

Bachelor of Science, Entrepreneurship and Management, GPA: 4.0/4.0, Class Rank: 1 out of 12,167

Honors: 2018 Recent Alumni Achievement Awardee (bit.ly/2018FSU) and FSU Featured Student (bit.ly/fsustudentstar)

Key Activities: Hispanic Honor Society (President), FSU Consulting Group (Co-Founder), and Entrepreneur Society (Vice President)

Internships: Senatorial Fellow at Congressional Hispanic Caucus Institute and Summer Analyst at Bulltick Capital Markets

Scholarships: Bank of America Scholarship, David Ford Ethics Scholarship, and Outstanding Senior Scholar Award

PROFESSIONAL EXPERIENCE

MIAMI ANGELS (Miami, FL), Director of Investments (Promoted from Venture Associate)

Apr 2018 – Present

Florida's largest investor collective (150+ accredited angels and VC firms) with a mission to grow the state into a top-tier and diverse venture ecosystem through \$300k - \$500k investments in early-stage, software technology startups across all industry verticals

- Received accelerated, board-approved promotion from Venture Associate to Director of Investments in 10 months
- Lead 18 new and follow-on Seed and Series A financings totaling ~\$5.7M with a current portfolio value of approximately \$140M
- Manage end-to-end investment process: deal sourcing, pitches to syndicate, due diligence, deal structuring, and investment close

Key Deal Experience

- BabySparks–App with 1.3k+ video-based exercises and milestones that supports early childhood growth through meaningful play
 - Built consensus that led to a \$365k investment syndicate, and guided founder in securing \$2.2M of additional VC funds
- PICKUP–National delivery network and technology platform focused on same-day delivery of big and heavy retail goods
 - (1) Built market-sizing model and presented insights that led to a \$375k investment syndicate, (2) introduced founder to logistics domain expert who joined company's advisory board, and (3) continue to mentor founder on advisor sourcing

Select Ecosystem and Firm Building Activities

- Engage co-investors (e.g., 500 Startups and Quixotic Ventures), mentor founders, and strengthen the larger community through venture investment panels (e.g., “The ‘Secrets’ to Funding” at eMerge Americas) and in-house VC investor speaker series
- Design and implement firm's back office fund administration function, driving a ~58% reduction in investment closing time

L1BRE (Acquired), (Miami, FL & Mexico City, MX), Chief of Staff

Jun 2016 – Jan 2018

Venture-backed, urban mobility technology startup modernizing Mexico City's 140k taxis (largest fleet of its kind globally)

- Managed company's investment due diligence (e.g., financial modeling and deal term negotiations) with 16 multinational private equity groups, venture capital firms, and strategic partners, resulting in \$21.9M of investment over two financing rounds
- Managed two interns in their compilation of extensive market research, which informed multi-year growth strategies in LATAM
- Led company's internal legal function in the areas of contract negotiations, corporate structuring, and IP protection
- Orchestrated customer service center implementation plan and led contract negotiations that resulted in \$100k in year 1 savings
- Business Analytics: (1) built OKR framework to track goals/milestones (2) created strategic update reports for Board of Directors

A.T. KEARNEY (Chicago, IL), Business Analyst

Aug 2014 – Mar 2016

Key Project Highlights

- Led case for food delivery startup, conducted 30+ stakeholder interviews and collaborated with senior leadership to design and implement an optimized logistics network and supply chain, which led to a 140% increase in serviceable delivery area
- Created cost model quantifying \$300M in facilities overhead for a CPG client, leading to a 15% cost reduction in the category
- Derived acquisition synergies worth \$12M in an operational due diligence for a proposed merger of two global CPG companies

Select Firm Building Activities and Recognitions

- Developed internal benchmarking study to determine historical and forecasted market share growth across industry and service lines; analysis was leveraged by the Board of Directors to inform the firm's current and future growth strategies
- Selected as “Featured Consultant” on national recruiting materials, highlighting the firm's Hispanic Network

LEADERSHIP ACTIVITIES AND INTERESTS

MANAGEMENT LEADERSHIP FOR TOMORROW (MLT), MBA Prep Fellow

Mar 2019 – Present

DISCOVER CUBA (Miami, FL), Co-Founder

Oct 2014 – Present

Travel-focused social enterprise facilitating reunification trips for Cuban Americans seeking to reconnect with their families on the island and purposeful travel for visitors wanting to engage with the authentic local culture and its communities

- Develop and execute business plan from ideation phase to product launch, and lead strategic direction
- Manage external volunteers and independent travel providers, resulting in ~\$478k in sales since launch (Jan 2016)

ROOTS OF HOPE (Miami, FL), Advisor to the Executive Director

Jun 2012 – Present

International network promoting the development of Cuban youth through access to technology and entrepreneur-focused mentorship

- Facilitate entrepreneurial finance and strategy workshops for StartUp Cuba, an initiative created to support Cuban entrepreneurs
- Organize six Tech4Cuba technology drives to provide thousands of flash drives, phones, and laptops to Cuban youth

Interests: Transportation and Mobility Technologies, Emerging Markets, U.S.-Cuba Relations, Latinx Empowerment, Autobiographies, Documentaries, FSU Football, Horology, Automotive Racing, Award Travel Hacking, and '90s Conscious Rap