

DAN GREEN

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With more than 35 years of experience building, scaling, and leading revenue-driven organizations, this executive brings a rare combination of strategic leadership, operational discipline, and hands-on execution across healthcare, software, technology, financial services, payments, eCommerce, and publishing. He has a proven track record of aligning sales, marketing, operations, and technology to accelerate growth, improve forecasting accuracy, optimize customer retention, and build scalable revenue infrastructure.

Trusted by founders, executive leadership teams, and private equity stakeholders, he consistently delivers measurable business impact through revenue operations strategy, go-to-market optimization, CRM and systems leadership, process transformation, and data-driven decision-making that increases enterprise value and supports sustainable growth.

PROFESSIONAL EXPERIENCE

MENSPRO HEALTH – Nashville, TN

President of Strategy | October 2022 – May 2026

Multi-location men's concierge healthcare clinics specializing in hormone optimization and sexual wellness.

- Serve as senior enterprise leader responsible for **company-wide growth strategy, operating model design, and scalable platform execution** across company-owned and franchise locations.
- Lead development and execution of **end-to-end patient growth strategy**, encompassing digital acquisition, call center operations, CRM, clinical workflows, retention, and lifetime value optimization.
- Architect of strategy and execution for integrating three enterprise operational platforms into a single enterprise HubSpot CRM. Streamlined data acquisition, operating processes,
- Designed and implemented sales enablement discipline, platform, KPI tracking, pipeline management
- Own the **revenue platform and operating cadence**, including CRM and marketing automation architecture, data infrastructure, executive dashboards, and KPI frameworks supporting real-time decision-making.
- Partner closely with clinical leadership to align growth initiatives with **medical governance, compliance, and quality-of-care standards**.
- Design and institutionalize **scalable SOPs, Sales Playbook, training systems, and performance management frameworks** enabling consistent execution across locations.
- Play a central role in **franchise expansion and enterprise planning**, including unit economics, site-level performance, operational readiness, and scalability modeling.
- Establish a **data-driven leadership culture** emphasizing accountability, transparency, forecasting accuracy, and ROI discipline.
- Corporate revenues increased 127% to \$25MM during 4 year tenure.

THIRDHOME – Brentwood, TN

Vice President, Sales & Operations | January 2020 – June 2022

Private luxury home exchange club with 11,000 members across 91 countries.

- Executive leader responsible for **North American sales performance and service operations** within a premium, membership-based platform.

- Drove sustained revenue growth, exceeding sales targets by an average of **114% per month**, overachieving in **19 of 23 months**.
- Instrumental in achieving **first-year profitability in 2020**, with continued profitability in 2021.
- Built scalable sales and service operating models that balanced growth with high-touch customer experience.

SOUTHWESTERN / GREAT AMERICAN – Nashville, TN

President, Inspire Kindness | July 2018 – January 2020

- Appointed President with **full P&L responsibility** across three business lines.
- Led enterprise strategy spanning **brand development, product strategy, marketing, operations, and logistics**.
- Built and scaled a **20-person organization**, launching a new brand, eCommerce platform, and multiple product lines within nine months.

INSPIRE KINDNESS – GLEN ELYN, IL

Co-Founder | October 2016 – July 2018

- Co-founded and built an IP-driven consumer business from concept to acquisition.
- Secured trademarks and intellectual property, established manufacturing and fulfillment partnerships.
- Designed the **core operating platform** (CRM, marketing, operations, analytics) enabling scalable growth.
- Company was **acquired by Southwestern / Great American in 2018**.

HEARTLAND PAYMENT SYSTEMS – Chicago, IL

Vice President, Digital Marketing | August 2014 – June 2016

Fortune 1000 payments and payroll processor (\$3.6B market cap).

- Selected to architect and lead Heartland's **enterprise digital growth strategy** supporting national B2B sales.
- Built the company's first digital demand generation engine, increasing lead volume **13x in nine months** and generating **\$4.5M in new annual processing fees**.
- Reduced lead-to-sales cycle time from **two days to under one minute**, materially improving conversion efficiency.
- Led retention and engagement initiatives that preserved **9,000 customers and \$33M in annual revenue**.
- Heartland was **acquired by Global Payments in 2016**.

SIMPLE TRUTHS – Naperville, IL

Executive Vice President | December 2005 – January 2014

- Senior executive leading enterprise growth, digital transformation, and revenue strategy.
- Built and scaled sales, marketing, eCommerce, and CRM platforms generating **\$60M in lifetime revenue**.
- Recruited and hired team of 30 sales, marketing, customer service, operations and IT professionals
- Chief architect of entire sales and delivery cycle – integrating website, ecommerce, CRM, order management, retention and cross-selling strategies.
- Company was **acquired by Sourcebooks in 2013**.

EDUCATION

Bachelor of Science, Finance
Oklahoma State University

EXECUTIVE LEADERSHIP CAPABILITIES

Enterprise Leadership & Strategic Vision
P&L Management • Revenue Growth Accountability • Scalable Growth Strategy
Go-to-Market (GTM) Leadership • Revenue Operations (RevOps) • Sales & Marketing Alignment
Demand Generation • Funnel Optimization • Customer Lifecycle Management
CRM, Automation & Revenue Technology Platforms
Digital Transformation • Data & Analytics-Driven Decision Making
Multi-Location & Distributed Operations Leadership
Customer Acquisition, Retention & Expansion Strategy
Forecasting, Pipeline Management & Revenue Intelligence
KPI Architecture • Performance Management • Executive Reporting & Dashboards
Process Optimization • Workflow Automation • Operating Model Design
Cross-Functional Alignment Across Sales, Marketing, Customer Success & Finance
Capital Efficiency • Unit Economics • ROI & Operational Leverage
Executive Team Leadership • Organizational Development • High-Performance Culture
Private Equity & Founder Partnership • Scalable Infrastructure & Enterprise Value Creation

ADDITIONAL LEADERSHIP

- Published Author
- Professional Motivational Speaker
- Dale Carnegie Sales Trainer

SME: HubSpot, Salesforce, Adobe Creative Suite, WordPress, AI Tools, BI