



2019 MEDIA KIT

- VISION CHASER
- ENTREPRENEUR
- BUSINESS STRATEGIST
- PHILANTHROPIST
- CEO MOM



WWW.DANYELSURRENCYJONES.COM



vision CHASER

Danyel Surrency Jones is a proclaimed “Vision Chaser”, creative strategist and philanthropist, with nearly two decades of executive leadership and sales & marketing experience. She is the Co-Founder and Chief Executive Officer of POWERHANDZ Inc., a global designer of innovative products that focuses on human performance, injury recovery and injury prevention in Athletic Training and Rehabilitation markets. In 4 years, its core athletic training products have been sold to consumers in >81 countries, established a digital footprint with millions of youth and professional athletes, skills trainers and professional sports organizations. These milestones have captured the attention of major media outlets like CNBC, Sports Illustrated and Bloomberg Business; positioning POWERHANDZ has one of the most innovative companies in multiple sports verticals, healthcare and technology.

THE BUSINESS STRATEGIST ---->

Prior to entrepreneurship, Danyel's professional journey for the past 15 years, included several executive leadership roles in sales and marketing, national accounts, training & development and integrated marketing communications for Philips Medical Systems and Medtronic Surgical Technologies; two multi billion dollar healthcare companies. Danyel's corporate career exposed her to several cross-functional areas, therefore broadening her knowledge base on how to create a sustainable business model.

biography

As CEO of POWERHANDZ, Danyel oversees the strategic execution of all business objectives and US & global sales & marketing strategies. Her diligence, strategic business skills and pursuit for excellence has helped POWERHANDZ create a sustainable business model, expanded its vision into emerging markets, launched creative sales & marketing strategies and achieved globalization. She has the unique ability to develop strategies and best in class execution plans. In addition to her role as CEO, she is also the President of Powerhandz's non-profit entity, The Power To Give Foundation (501c3). Its mission is to provide athletic and academic programs to youth in underserved communities. A portion of every product every product purchased with POWERHANDZ is donated to fulfilling its mission

Danyel is a graduate of the University of Central Florida, obtained a MBA from Florida International University and is a graduate of Wharton School of Business Marketing Leadership Program. She has been featured in several national business publications and served on entrepreneur and leadership panels. Most recently, Danyel was recognized as a Finalist in Ernst & Young's Entrepreneur Of The Year Award and nominated for its Winning Women program. She currently resides in Dallas, Texas with the joys of her life, her husband and business partner Darnell Jones and their daughter Hartley Rose and son Harper Jaz.



IF I CAN MAKE A DEPOSIT INTO SOMEONE'S
MENTAL AND FINANCIAL ACCOUNT EVERY DAY,
MY PURPOSE IN LIFE WOULD BE FULFILLED.

YOU CAN'T CREATE A
COMPETITIVE
sustainable
BUSINESS MODEL ON FAKING IT.

- DANYEL

SPEAKING + CONSULTING

Danyel is a champion for innovation. She has an innate instinct to listen, ask critical question to access problems that need to be solved, and to think of solutions and creative ideas that engage customers and improve P&Ls. She is always thinking about....the next. Her journey will multi-billion dollar world class organizations, combined with her academic foundation and a grit mentality, positions Danyel to be a valuable resource to start up business and to a seasoned business looking for new markets and fresh ideas.

Her passion for business and genuine desire to help leaders succeed is evident when she speaks. The crowd listens as they grow. She brings real life experiences with today's scenarios. Her general areas of speaking and consulting are:

- The Real About Entrepreneurs
- World Class Sales & Marketing
- Developing Emerging Markets
- Building a Digital Sales Channel
- Leveling Up Professionally
- Evolving Into a CorPreneur
- Build Your Legacy, Mompreneur
- Building Self- Confidence As A Woman
- Women in Sports & Tech
- Building An Empire With Your Spouse
- How To Create A Business Ecosystem
- For Profit With A Social Cause
- The Business Shower





POWERHANDZ®
TRAIN WITH PURPOSE

**ATHLETIC TRAINING | REHABILITATION |
TECHNOLOGY**

A global platform to help with performance, injury recovery and injury prevention.

POWERHANDZ is a global company with three areas of focus: Athletic Training, Rehabilitation and Technology. Its mission is to create products that will assist with performance, injury prevention and injury recovery. Its athletic training products have been sold in over 81 countries, established a digital footprint with millions of youth and professional athletes, skills trainers and professional sports organizations in basketball, football, baseball/softball, boxing/MMA and fitness.

Recently expanding into rehabilitation, POWERHANDZ Rehabilitation product line will address the needs of the hand and arms resulting from a sports or occupational injury and neuromuscular diagnosis. This product line will assist in developing those muscles and improving grip strength.

Are you ready to take your game to the next level?

Visit www.powerhandz.com for more information.



THE PHILANTHROPIST ---->



PHILANTHROPY

"I believe our talents and blessings are not our own, they are meant to be shared to benefit the lives of others. There are so many youth, women and households who simply need someone to reach out with one hand to extend encouragement and hope in their lives. We all need to be fed. I pray my work in the community with women and youth will help change their mindset and a narrative they believed led to limited options." Danyel Surrency Jones



POWER TO GIVE
BUILDING CHARACTER THROUGH ATHLETICS

In addition to Danyel's role as CEO with POWERHANDZ Inc., Danyel has a passion for giving back to youth and entrepreneurs. She currently serves as President of the Board for The Power To Give Foundation (501c3). Its mission is to build legacies of service with a commitment to athletic excellence. POWERHANDZ supports its non-profit entity by donating a portion of all revenue to the foundation.

POWER TO GIVE Foundation supports youth athletes growing up with dreams of becoming confident and successful individuals. Our mission is to build character in these youth through targeted athletic and academic programming in underserved communities. Through our programs we seek to increase the awareness of the undisputed impact that athletics, education and career development training programs have on the overall stability of our youth and communities we serve.

A portion of every dollar that POWERHANDZ receives for its products are donated to POWER TO GIVE initiatives. We are on a mission to ensure no child is left behind and every youth has access to receive the lifelong benefits of our programs. Together we will strive to take steps to expand POWER TO GIVE'S reach and influence as the impact on our future leaders is increasing generationally.



ACCOMPLISHMENTS &

associations

- 2017 Ernst and Young Entrepreneur of The Year Finalist
- Nominated for 2018 Winning Women
- 10 Shades of Success Award
- DFW Women of Influence
- Nominated as DBJ Women In Business
- Local Love Award- Go Get Entrepreneur Finalist
- Dallas Blueprint Graduate
- Keynote- Naomi Speaks
- Canterbury Athletic Banquet Keynote
- Rise Of The Rest- Entrepreneur Showcase
- Vela/Wood Founders Day Panelist
- After School All Stars Keynote
- Regional Women's Chamber Of Commerce- Board Member
- Jack & Jill Of America
- Professional Women's Association
- 50 Shades of Boss Honoree
- Key Note- P5 Women Empowerment Conference
- Women X Power
- Advisory Board Member Dallas Sports Commission
- 2018 Mogul Of The Year By Co-Sign Magazine
- EO Dallas 2018 Accelerator



MY IMBALANCE, IS MY BALANCE.

I SEEK HAPPINESS
NOT *perfection*.

- DANYEL



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BOOKING REQUEST

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