



## About Dane W. Shakespear



### The 10-Second Bio:

- Business Development & Marketing Strategist
- Consultant to executives, entrepreneurs, coaches, consultants, and businesses in competitive markets.
- Experience in over 30 markets and industries.
- Entrepreneur and founder of several businesses.
- Successful speaker and author of several books.

### In-Depth Bio:

Since the age of 6, when he sawed off a leg of the kitchen table with a plastic toy saw, and found out later that there was a much better way, Dane has been driven to find better, more productive solutions in everything he does.

Dane grew up learning business, marketing, and strategic thinking from his father, an executive for a Hallmark Company, an effective problem solver and negotiator.

Attending only a third the amount of time as others in his class, Dane skipped much of school by taking tests so he could spend his time in his own interests.

Dane's unusual background and interest in business and marketing exposed him to the inner workings of many different businesses at a young age in which he developed the unique ability to transfer ideas, distinctive concepts, and innovative practices between dissimilar businesses to create competitive advantages and valuable partnerships.

After attending two universities and being unsatisfied with what was being taught in business and marketing, Dane was determined to seek out and learn from the "masters" in these fields at whatever the cost. A practice he still uses to this day.

Dane figures he has spent more dollars on his own education than several ivy-league degrees and has learned from real people and real experience what most MBA's take years to acquire and master. "I have a very expensive education, but not from an ivory tower" he says, which has proven to be a competitive advantage and an asset.

As an entrepreneur and business & marketing consultant for over 14 years, Dane has started, built, bought and sold businesses of his own, and has worked with businesses in over 30 separate markets and industries throughout the United States and Canada – from airlines & aircraft maintenance, to agriculture & livestock production.

Dane has consulted for large, medium and small businesses, from one person operations to some of the world's large corporations and Fortune 500 giants, but his preference is working with smaller, entrepreneurial clients.

A few of the markets and industries Dane has been involved with include:

- Airlines
- Hotels
- Chiropractic
- Dental
- Biomedical
- Agriculture
- Network Security
- News Publications
- Interior Design
- Salon & Spa
- Agro-chemical
- Law
- Mining
- Aircraft Maintenance
- Steel Fabrication
- Cargo & Shipping
- Government
- Consulting & Coaching
- Manufacturing
- Neuro-Physical Therapy
- Livestock Bio-Research
- Banquet & Food Svc.
- Electrical
- Aerospace
- Publishing
- Advertising
- Real Estate
- Printing
- Floor Covering
- Construction
- Plumbing
- Automotive
- Restaurant
- Retail Sales
- Software Dev.
- Financial Svc.

Dane provides guidance, vision, coaching, and support for his clients and has demonstrated success in producing rapid growth, market leadership, and in generating substantial profits in both start-up and turn-around businesses.

A few of his "past lives" include a computer hacker at age 12, a hunting guide at age 18 when he camped with Roy Rogers – and yes, they even sang "Happy Trails" around the campfire, and the CEO of an airline cargo tracking & anti-terrorist software company he founded at 23.

When asked about his most unique talents outside of business development and marketing, Dane says "that would have to be that I have written software in 10 languages and can hit an 8 inch target at 1,000 yards with a .30 caliber rifle."

Dane resides in the small resort community of St. George, Utah with his wife Marcene who he's been best friends with since they were just kids, and his children Taylor, Whitney, Talon, and Emma.

### **Contact Information:**

#### **Dane W. Shakespear & Assoc.**

Howard Hughes Parkway  
Las Vegas, Nevada  
(702) 577-2140 • Las Vegas  
(641) 453-4274 • Fax

Website: [www.daneshakespear.com](http://www.daneshakespear.com)  
Newsletter: [www.nextlevelnewsletter.com](http://www.nextlevelnewsletter.com)