

Daniel McQuade

Daniel McQuade, President of McQuade Marketing, a marketing & business development company, with expertise in providing branding & marketing services across many business verticals. Due to his strength in marketing and business development, Daniel has founded companies that have been thought leaders and pioneers in developing change in old industries such as the first to market a nationally branded and certified Natural Light Beef Company, founded a for-profit supermarket cooperative company, and led a seafood start-up to become the largest processor of its type in the US in 7 years.

Additionally Daniel has learned from the ground up how to run full-scale consumer branding programs from conception through commercialization including brand strategy and positioning, product development, packaging design, category management, the logistics of getting it on-shelf and also developing promotions utilizing emerging digital technologies to deliver sustainable product movement.

Throughout the course of his career, Daniel has worked with and volunteered at many non-profit organizations in capacities ranging from being a founder, president, executive board member and trustee along with providing over \$5M in grants to a wide range of non-profits institutions focusing on education, and health and wellness programs. Daniel has been a noted speaker and marketing counselor for the Columbia-Harlem Small Business Development Center and continues to present workshops on marketing and branding to new business entrepreneurs and expanding small business ventures at Columbia Business School.