

# DANNY BECKETT JR.

Family is first, and after that I'm all business. I've spent 17+ years starting, building, and operating venture-backed companies. This experience has allowed me to learn, grow, and position myself as a senior operational leader who enjoys partnering with entrepreneurs to help them build enduring companies.

I am looking for my next consulting or executive operating role where I can use my experience, leadership, and skills to make a difference.

## web:

[beckettindustries.com](http://beckettindustries.com)

## email:

[danny@beckettindustries.com](mailto:danny@beckettindustries.com)

## phone:

616.366.6037

## Experience

### Founding Partner, Beckett Industries

May 2002 - Present

We're focused on helping entrepreneurs build enduring companies at all stages — so we've designed the firm to do just that. When you work with Beckett Industries, you get super active partners working side-by-side with you on your biggest and smallest challenges. So whether it's setting strategy, operational leadership, raising capital, M&A, or you need help thinking through your next move, we're in your corner through the thick and thin.

### Founder, Board of Director, FlexTal.com

Jan 2018 - Present

FlexTal is a digital hiring matching platform that helps companies source, vet, match, and engage the world's best developers, marketers, designers, and consultants. I helped raise \$2.5M in venture capital, built and managed a board of directors and management team that worked together to position the company as a leader in the space.

### Founder, TheFutureOfWork.org

Sep 2019 - Present

Helped start a non-profit with a mission to bring together thought leaders from industry, academia, government, non-profit and financial sectors for dialogue and action around the Future of Work.

### CEO, SwagTag

Jan 2014 - March 2018

I helped start, design, and operate a contest platform that allowed companies to quickly publish contests across mobile, web, and social without the help of legal or it. Users would upload user-generated content, earn points, and compete in contests to win prizes from their favorite brands. I helped them raise \$1M+ from top VCs and angels.

### Co-Founder, SnapShip

April 2014 - March 2015

SnapShip provided companies with effortless warehousing, fulfillment, logistics, packing, shipping, and reverse logistics expertise. Finally, a flexible 3PL for the new era of eCommerce. We raised over \$2M from investors, including Sequoia, Founders Fund, and Ingram.

### Co-Founder, Loup

April 2014 - March 2015

I helped start a mobile application for a private car experience. We raised \$1.5M from angel investors and VCs such as Obvious Ventures, SOMA Capital, IDG Ventures/ Ridge Ventures, and BAM Ventures.

## Skills

**Leadership:** Management, team building, finance, board construction, board management, raising capital, pitching, research, modeling, marketing, sales, change management, design thinking, org design, systems design, innovation, product design, automation, startups, analytics, reporting, etc.

**Technology:** Excel, Adobe Products, Facebook Ads, LinkedIn Ads, Google Ads, Hubspot, Salesforce, Sketch, Figma, Google Products, Wordpress, Shopify, Xero, Quickbooks, Slack, and lots more.

### **Founding Team, Startup America Partnership Jan 2012 - Jan 2015**

I joined the founding team of Startup America Partnership to help create a movement by entrepreneurs, for entrepreneurs. We were an independent, private-sector entity – leveraging the work of our close partners in the U.S. government.

### **CEO, Free Lunch Friday July 2012 - July 2014**

I helped start Free Lunch Friday as a non-profit to facilitate people, passion, and potential, along with developing a deeper connected tissue among startup communities across the United States.

### **CEO, Spearia Jan 2005 - Dec, 2010**

Spearia Inc. was a digital agency based in the midwest. I led the company to multiple locations, hundreds of employees, strong year-over-year growth, and the AOR for leading brands like Harley Davidson, Monster, RedBull, and Meijer, to name a few.

### **CEO, PartPitStop, CheapCycleParts, Babbittsonline.com SHSPowerports.com April 2005 - Feb, 2008**

I helped start and operate 4 OEM eCommerce brands that I helped scale from \$0-50 million in revenue. Together these brands represented 30% of the US OEM parts market when I decided to depart and move on to other ventures.

### **Professional Motocross/Supercross Athlete March 2001 - Jan, 2007**

Raced professional motorcycles for Yamaha of Canada, Team Kawasaki, KTM, and Suzuki.

## Education

**Cornerstone University | Business and Ministry  
Bachelors Degree**

**Grand Rapids Community College | Business and  
Marketing  
Associates Degree**

**LET'S  
TALK**

Whatever challenge you or your company might be facing, you don't have to solve it alone. Let's talk and find a way to work together.