

DAN ALIA

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Results-driven & adaptable executive with 22+ years of experience leading sales growth, developing talent, & building high-impact learning environments across corporate and academic settings. Whether applying MBA-level strategy to scale revenue from \$8M to \$14.5M at The Speaker Lab, designing a global leadership training program at Stanley Black & Decker, or personally closing \$600K in phone-based sales in under a year, I consistently bridge the gap between real-world sales execution, curriculum development, and operational excellence. As a certified DISC Behavioral Analyst and award-winning Adjunct Professor, I've helped make the UD Sales Minor the fastest-growing program of its kind at the university.

RECENT CAREER HIGHLIGHTS

- ◇ Personally drove \$600K in phone sales in under 1 year
- ◇ Led TSL team to revenue growth of \$5M over 3 ½ years
- ◇ Average 4.96 out of 5.0 evaluation scores at UD
- ◇ Trained 600 employees via 40+ weeks of training at SBDU
- ◇ Trained 5000+ Vendors & Customers in 2019 at SBDU
- ◇ Built & executed FLEXVOLT Tour, training 4500 nationally

PROFESSIONAL EXPERIENCE

UNIVERSITY OF DELAWARE

2020 - PRESENT

Adjunct Professor: BUAD483 – Sales Practicum

Adjunct Professor: BUAD481 – Sales Management

- UD Alfred Lerner College of Business & Economics Outstanding Adjunct Faculty Award for the 2023/2024 school year
- Developed 14 weeks of original content in 2 different classes and delivered weekly, engaging classroom presentations for a wide variety of undergraduate majors focused on effectively utilizing a formal Sales Process
- Leveraged expansive professional network to grow Professional Sales and Sales Management Minor to fastest growing Minor at the University of Delaware
- Continually assist Faculty Director with execution of all sales related events and activities within the Minor
- Average of 4.96 out of 5.0 student evaluation scores across (10) semesters of teaching at UD

THE SPEAKER LAB

Chief Operating Officer

OCTOBER 2022 – PRESENT

- Strategic leader who developed and executed the plan that drove a 19.8% compound annual growth rate taking the company from \$8M to \$14.5M over a 3 ½ year period.
- Individual P&L responsibility for the operations department, managing 5% within budget in 2023, 2024 & YTD 2025
- Instrumental contributing member of the Leadership Team that drove revenue growth that landed us on the Inc. 5000 List for (4) consecutive years
- Established & executed the plan to implement a customer NPS survey with results that yielded a score moving from 25 to 70+ within the last 6 quarters (September 2023 – April 2025)
- Average Pulse score (internal employee satisfaction rating) of 4.4 out of 5, with a consistent submission rate of 85%
- Lead monthly all-hands team meetings by creating agendas that drive engagement, instruction and information
- Responsible for analyzing, designing, building & implementing the follow company-wide complex projects:
 - ✓ Proprietary company-wide quarterly and annual review process based on the EOS People Analyzer
 - ✓ Created a Customer Service Department focused on communication, problem solving and driving revenue
 - ✓ Established a process for recruiting, interviewing, hiring, onboarding and training all new employees
 - ✓ Oversaw creation of HR Policies & Employee Handbook
 - ✓ Designed and completed quarterly Legal compliance audits following TCPA SMS marketing guidelines
 - ✓ Responsible for execution of 2x in-person Leadership Team retreats, as well as annual TSL Team Retreat: a 3-day, in-person meeting reviewing strategy, celebrating wins, inspiring learning, and company fun

Enrollment Advisor

2022

- Drove more than \$600K in cash collected in 10 months of phone sales. Finished role in 2nd place on team dashboard
- Commission only Sales Rep enrolling students into a variety of high value / high ticket coaching & training programs
- 12.8% average close rate (3rd place on team) while conducting sales interactions over phone with short sales cycle

STANLEY BLACK & DECKER – FORTUNE 500 COMPANY

Global Training Director – Stanley Black & Decker University

2017 – 2021

- Led team of 23 talented Learning Experience Designers, Facilitators, and Field Trainers utilizing the ADDIE framework to deliver engaging and effective training in the following topics: leadership, DISC behavioral analysis, sales management, territory and time management, negotiations, power & hand tool safety, selling skills, and product features & benefits within our (6) top industry leading brands across the global community

- Created Digital Training Team in 2018 to help bridge transition to a flipped classroom including a Digital Training Manager, Learning Experience Designers and Video Editing Specialists
- Digital Team designed, produced, edited, launched & continually managed more than 200 pieces of training content ANNUALLY (700+ under my tenure)
- Oversaw day-to-day operations of our world-class 30,000 sq. ft training facility, with a perfect safety record of ZERO incidents across 4000+ individuals conducting hands-on activities during my tenure
- Worked collaboratively & cross-functionally to deliver blended training programs throughout training ecosystem (LMS, Video Hub, Podcasts, Mobile, eLearning, Instructor Led Training)
- Consistently delivered \$4M+ budget within 1% for the 4 years of 2016, 2017, 2018, & 2019
- Maintained 3.84 out of 4 average satisfaction score across 28 weeklong ILT events in 2019

Power Train National Training Manager

2015 – 2017

- Managed team of (5) Elite field trainers across the US, training more than 10K individuals annually
- Lead Training Instructor at SBDU for end users, distributors, internal employees, and senior leadership on the sales process, time management, negotiations, and the features & benefits of all SBD products
- Built and executed an incredibly logistically complex 12-week, 18-city Training Road Show to support launch of world's first convertible battery system, DEWALT Flexvolt, training more than 4500 individuals
- Designed, created, and executed (3) brand new, week-long training courses for internal employees - consisting of 100+ hours of classroom content, presentations, role plays, sales activities, and hands-on

Channel Manager / Senior Channel Manager

2013 – 2015

- Responsible for creating marketing & sales promotions and behind the scenes, end-to-end coordination of \$260M worth of Stanley Black & Decker consumer products flowing through Lowes annually
- Hub of communication for all business departments including sales, finance, supply chain, manufacturing and brand
- Instrumental in the successful sell-in and sell-through plan of DEWALT 40V Outdoor products and equipment, which ultimately resulted in \$25M in sales annually in 2014

Field Marketing Sales Rep / Commercial Product Specialist / Territory Sales Manager

2003 – 2009

- Managed \$3 Million territory selling the B&D Family of power tools & accessories (DEWALT, Porter Cable, Delta)
- Led 6-person team in research, development, and actionable plan in converting ALL the carbide accessory business in the second largest distributor in Florida with overall sales of \$125K+ for 2008
- Expanded CORE Loyalty Program 25% from \$1.6 to \$2 Million in 2007 with largest End-users within Central Florida
- DEWALT Product Conversion Specialist and primary contact for the Independent Channel & largest End-users in area

ALCON / BOSTON SCIENTIFIC

2009 – 2013

Glaucoma Specialty Sales Rep / Territory Sales Manager / Clinical Education Specialist, HTA Florida

- Boston Scientific - Surgical representative for full line Women's Health products including pelvic floor reconstruction, biological grafts, mid-urethral slings, bulking agent for incontinence, and the HydroThermal Ablator (HTA)
- Sold and supported HTA Endometrial Ablation capital equipment and disposables throughout central Florida, working in a territory of 30+ hospitals and (5) local Territory Managers
- Alcon - Responsible for a territory of Ophthalmologists, while achieving product specific quotas by increasing market share of pharmaceutical products & increasing unit sales of implantable surgical shunt
- Increased market share of 1st position drug from a 21.05% to 24.54% (+3.49%) in a 6-month time frame and finished 2010 ranked 17 out of 93 Glaucoma Reps throughout nation (started year ranked 91)

EDUCATION & CERTIFICATIONS

Master of Business Administration (MBA), University of Illinois at Urbana-Champaign (*Expected Graduation Summer 2026*)

Bachelor of Science, University of Delaware, Newark, DE

Certified DISC Behavioral Analyst – TTI Success Insights (Certified since 2017)

Franklin Covey Instructor (2015 – 2021)

AWARDS & INTERESTS

- UD Alfred Lerner College of Business & Economics Outstanding Adjunct Faculty Award for the 2023/2024 school year
- Key founding member and active faculty in creating the Professional Sales and Sales Management Minor in the Alfred Lerner College of Business & Economics at the University of Delaware (2019 – Present)
- Two Time Speaker Lab Growth Value Quarterly Award Winner (2023 & 2024)