

# DANIEL S. BROSMAN

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## EDUCATION

University of Wisconsin Oshkosh – Oshkosh, Wisconsin

### **Bachelor of Business Administration (2015)**

Major: Human Resources Management | Emphases: Entrepreneurship, Financial Services

### **Master of Business Administration (MBA)**

Anticipated Graduation Date: December 2021

## WORK EXPERIENCE

**Associate Director** – Small Business Development Center at UW Oshkosh: Oshkosh, WI June 2018-Present

- Provide no-cost, confidential, consulting services to small business owners and entrepreneurs.
- As of Dec. 2020, consulted 150+ clients, resulting in 36 business starts, 120 jobs, and \$1.2M in revenue growth.
- Launched as a result of COVID-19, the Digital Marketing Clinic at UW Oshkosh will serve clients in need of marketing support and hands-on assistance through strategy and implementation.

**Executive Director** – Alta Resources Center for Entrepreneurship and Innovation: Oshkosh, WI June 2018-Present

- Manage and develop the Alta Resources Center for Entrepreneurship and Innovation (CEI) – a globally recognized and award-winning entrepreneurship center located at the University of Wisconsin Oshkosh.
- Impact hundreds of students annually through entrepreneurial speaker events/workshops, business venture competitions, growth accelerator programs, and the recently developed WiSys Entrepreneur Program.

**Program Director** – SOAR Fox Cities, Inc.: Appleton, WI Nov. 2016-June 2018

- Developed a social enterprise program of SOAR Fox Cities – Make I.T. SOAR – which empowered individuals with disabilities to be gainfully employed. Individuals were hired to work in-house on contracted IT projects.
- Led a team of 7 consisting of our Technicians, a Program Coordinator, and an Autism Specialist, while also managing a large budget that was to be used towards overall advancement of the ‘startup’ program.
- Assisted with the successful execution of cybersecurity testing/assessments for clients with \$100M+ in annual revenue; responsible for ensuring a high-quality technical report was provided as a deliverable to EOT members.

*Accolades: Recipient of the 2018 Force for Positive Change Award presented by the Wisconsin Alumni Research Foundation (WARF) & the 2017 Company Innovation Award presented by the Fox Cities Chamber of Commerce.*

**Co-Founder** – ActiveEDU (MissionMove): Oshkosh, WI Sept. 2015-Dec. 2016

- Oversaw development of the ActiveEDU content library consisting of over 7,500 educational, animated, videos.
- Led various teams of 25-30 professional content writers, voiceover artists, and animators as they created thousands of educationally aligned exercise videos to be used by K-5 teachers and students in the classrooms.
- Managed IT/development by contributing proper training materials, UX/UI insight, prototypes/web flows, design assets, and communication with the IT team on a daily basis to ensure milestones were being met.

*ActiveEDU re-branded as Mission Move and is currently operating under a licensing agreement.*

## CURRENT COMMITTEES

- **Member** – IGNITE! Business Success (Envision Greater Fond du Lac) 2020-Present
- **Member** – NEW Digital Alliance (a program of the New North) 2020-Present
- **Member** – NEW Launch Alliance (a program of the New North) 2019-Present
- **Member** – The Fox Connection (Host of “The Pitch” Startup Competition) 2018-Present
- **Faculty Adviser** – Collegiate Entrepreneurs’ Organization (CEO) at UW Oshkosh 2018-Present

## OTHER INVOLVEMENT

- **Board Member** – Propel Oshkosh Young Professionals Group: Oshkosh, WI 2020-Present
- **Member** – UW Oshkosh Scholarship Review Committee: Oshkosh WI 2019-Present
- **Member** – Wisconsin Startup Week Planning Committee 2018-Present