



**POWERHANDZ** isn't about one product or market, this is a global platform filled with innovation for the lifecycle of an athlete.

## DANYEL

# SURRENCY JONES

Danyel Surrency Jones is a proclaimed "Vision Chaser", business strategist and philanthropist, with two decades of executive leadership and sales & marketing experience in Fortune 500 companies to tech start-up ventures. She has created a global e-commerce and retail omni channel via multiple market segments and developed best in class go-to-market strategies resulting in over \$20B in sales.

Danyel is the Co-Founder and Chief Executive Officer of POWERHANDZ Inc., a sports and fitness product tech platform that designs innovative solutions for athletic training and rehabilitation.

In 6 years, its core athletic training products have been sold to consumers in >87 countries, established a digital footprint with millions of youth and professional athletes, coaches and communities focused on every day fitness goals.

These milestones have captured the attention of major media outlets like Forbes, CNBC, Sports Illustrated, Essence and Bloomberg Business; positioning POWERHANDZ has one of the most innovative companies in multiple sports verticals, healthcare and technology.

As CEO, Danyel is a business & marketing strategist with more than two decades of leadership experience with Fortune 500 companies in sales, marketing, operations, communications and product development.

Danyel has the unique ability to develop world class strategies from ideation to execution. Prior to her entrepreneurial journey, Danyel developed skills in several executive leadership roles for two multibillion-dollar healthcare companies: Philips Medical Systems and Medtronic. She led several sales, marketing, product management, IMC and operations teams and become the 1st women elected as President of Medtronic's enterprise sales resource group.

In addition to these roles, Danyel has a passion for the community, women and youth. She is the Co-Founder and President of POWERHANDZ's non-profit entity, The Power To Give Foundation (501c3). Its mission is to provide athletic and academic programs to youth in underserved communities. A portion of every product purchased with POWERHANDZ is donated to fulfilling its mission. She also mentors entrepreneurs, is a board member of Junior Achievement, The Brian Dawkins Foundation and serves on the Advisory Board for the Dallas Sport Commission and the North Texas Food Bank.

Danyel is a graduate of the University of Central Florida, obtained a MBA from Florida International University and is a graduate of Wharton School of Business Marketing Leadership Program. She has been featured in several national business publications, served on entrepreneur and leadership panels and received national awards, including Entrepreneur of The Year Nominee. In January 2020, Danyel delivered her TEDx, The Black Elephant in the Room focused on diversity and inclusion. She currently resides in Frisco, Texas with the joys of her life, husband Darnell Jones and their daughter Hartley Rose and son Harper Jaz.