

Daniel Cooke

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Summary

Global technology leader with expertise in AI, sales, marketing, and project management. Proven track record of driving business growth through strategic vision, cross-functional collaboration, and high-impact team leadership.

Experience

HP Inc. • HP Services Portfolio Marketing Manager • 2022 – 2025

Led and managed worldwide marketing assets for Configuration and Deployment Lifecycle Services. Partnered with organizations, executives, and channel partners to develop joint go-to-market plans and marketing assets.

- Trained global teams on services offerings.
- Managed projects and people for new and evolving services.
- Active contributor of content as a social selling influencer.
- Championed strong advocacy of cybersecurity services offerings.
- Created collateral for the internet, the press and advertisers.
- Coordinated and managed numerous public events.
- AI Copilot and ChatGPT community member and subject matter expert.

HP Inc. • Services Sales Specialist • 2013 – 2022

Managed new and existing business, lead generation and client relations.

- Guided teams and customers with transactional and contractual services and hardware sales offerings.
- Achieved revenue targets and maintained a sales pipeline in excess of \$25M, receiving recognition as an “Achievers Club” award winner.
- Created and distributed communications, newsletters, and announcements to sales staff and other stakeholders.
- Developed and presented training presentations to educate internal and external customers, utilizing expertise in corporate-wide sales strategies.
- Formed, planned, and interpreted Salesforce and Dynamics CRM analysis and forecasting to drive superior negotiation and B2B growth.

HP Inc. • Custom Mission Critical Technical Account Manager • 2009 – 2013

Served as the primary liaison for enterprise clients, ensuring optimal system performance and strategic alignment.

- Leveraged enterprise storage and SAN expertise.
- Directly owned relationships for customer's storage devices in data centers and law firms, primarily in the Virginia and District of Colombia region.

Lewallen Galleries • Registrar/Marketing/Web Manager • 2005 – 2007

Managed the registration and logistics of fine art collections.

- Maintained legal compliance and records of all artworks, including contracts, provenance and authenticity.
- Scheduled exhibitions and collaborated on installation logistics.
- Oversaw digital records using collection management software.
- Facilitated communication with artists, collectors, and institutions.

La Puerta Originals • Project Manager/Assistant to Director • 2004 – 2005

Supported executive visionary to manage strategic planning, scheduling, and operational oversight.

- Streamlined operations and delivered custom design solutions in a high-end architectural environment.
- Coordinated between design, production, and installation teams to maintain workflow efficiency, project timelines, resources, and client communications.

Peoplesoft/Oracle • Global Reporting Tools Manager • 2002 – 2003

Led the support team for the global enterprise reporting tools.

- Directly influenced development, ensuring timely, secure delivery across business units.
- Supported PeopleSoft reporting tools, including nVision, Query Manager, and Crystal Reports.

Wind River Systems • Corporate Service Operations Manager • 1995 – 2002

Led, recruited, trained, developed, and mentored a technical team of 30 engineers.

- Created and oversaw high-volume worldwide technical call centers.
- Generated the Corporate Services Operations Guide, used for global reference and training.
- Leveraged deep technical expertise in UNIX, Linux, macOS, Windows, VxWorks, Python, R, SQL, C, and C++.

Hypermean Technical Consulting • Founder & Sole Proprietor • Founded 1996

Delivered strategic technology solutions for art galleries and other SMB clients by analyzing business requirements and technical specifications while managing stakeholder expectations and project timelines.

Supermac/Radius, Inc. • International Support Manager • 1993 – 1995

Spearheaded global services for groundbreaking Apple Mac-based desktop publishing and graphics solutions.

Education & Professional Development

- Bachelor of Science (B.S.), Telecommunications • University of Oregon
- Bachelor of Science (B.S.), Political Science • University of Oregon
- Project Management • University of New Mexico
- Grant Writing • University of New Mexico
- Film Studies Internship • University of Southern California
- Project & Leadership Management • UC Berkeley Extension
- Business Administration & Management • Stanford Continuing Studies
- Southwestern Art • Santa Fe Community College

Certifications & Affiliations

- Product Marketing Alliance Core Certification
- Megatrends Ambassador
- Diversity Council Let's Get Social Founding Committee Member
- YEN YOUiversity Graduate
- WIN Woman Impact Network Participant
- Master Your Career Graduate
- American Management Association
- Consortium for Service Innovation
- Big Brother Big Sisters of New Mexico volunteer
- LucasFilm/THX Division
- Monte Del Sol School Foundation Board VP
- City of Milpitas Transportation Committee
- ITIL v3
- ISO 9000
- VIA Team Member