Daniel Cooke

Albuquerque, New Mexico | 505.259.1764 | rubink@hypermean.com

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

Hypermean Technical Consulting • Founder & Sole Proprietor • 1996-2026

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.

Fidelity Investments • Financial Customer Associate • 2026

Executed exceptional service to clients, resolving complex inquiries and providing tailored financial solutions to optimize retirement planning.
• Managed customer inquiries to provide accurate account verifications, ensuring clients had clear insights into their holdings and transactions.
• Processed withdrawals and loan requests for 401k plans, guiding customers through eligibility requirements, documentation, and compliance to facilitate seamless financial actions.
• Performed account maintenance, contribution adjustments, and maintaining data accuracy.
• Delivered education and resources on investment options, retirement planning tools, and Fidelity platform features, empowering clients to make informed decisions.

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++.

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 YOUniversity 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