DANIEL RODRIGUEZ

BUSINESS DEVELOPMENT & COMMERCIAL STRATEGY EXECUTIVE

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EXECUTIVE PROFILE

Business development and commercial strategy executive who builds durable customer relationships, wins recurring business, and brings financial technology to market. Combines national sales leadership, competitive bidding, and commercial negotiation with hands-on marketing and product design. Track record of generating millions of dollars in cumulative revenue through repeat engagements and competitive rebids. Connects market needs with product positioning and customer adoption, supported by hands-on creative and technical execution.

CORE LEADERSHIP COMPETENCIES

National Business Development | Sales Leadership | Revenue Growth | Strategic Relationships
Competitive Bids and RFPs | Pricing and Contract Negotiation | Customer Acquisition and Retention
Go-to-Market Strategy | Technology Commercialization | Product Adoption | Creative Direction

PROFESSIONAL EXPERIENCE

ImageMaster | Senior Vice President

July 1991 - December 2023

Led national business development and sales in public finance, combining issuer relationships and commercial negotiations with financial technology commercialization and hands-on marketing.

- Won recurring engagements and competitive rebids that generated millions of dollars in cumulative revenue over time, combining customer acquisition with long-term account management and retention.
- Built enduring issuer relationships with the Dormitory Authority of the State of New York (DASNY), a client since 2003; New York Metropolitan Transportation Authority; the State of Connecticut; and other major bond issuers.
- Led competitive bidding and RFP responses, pricing strategy, quotations, proposals, and contract negotiations from the initial opportunity through the award and subsequent rebids.
- Developed strategic relationships with issuers, underwriters, municipal advisors, and bond counsel to identify business opportunities and sustain a national public finance network.
- Brought new technology offerings to public finance customers through product positioning, demonstrations, customer education, and cross-selling, connecting commercial strategy with customer adoption.
- Personally executed marketing strategy, advertising, branding, copywriting, brochures, conference advertisements, proposals, executive presentations, email marketing, and customer communications. Provided creative direction and translated design requirements for programmers and other contributors.

PRODUCT COMMERCIALIZATION

Selected initiatives at ImageMaster

Muni Bond Roadshow | Commercial Introduction | 2013

- Spearheaded the 2013 commercial introduction of Muni Bond Roadshow, defining go-to-market strategy and product positioning and leading business development and sales.
- Delivered demonstrations, onboarding, and training; cross-sold the offering to existing public finance customers and helped establish it as a meaningful new business opportunity.
- Launch work included a high-profile engagement with the City of Los Angeles and Bank of America.

MuniOS | Product Design and Commercialization

- Created front-end visual and UI/UX designs for every MuniOS version after the original 1999 release, shaping interface functionality, navigation, and workflows over more than two decades.
- Translated municipal finance expertise and customer needs into functional improvements, collaborating directly with the company's lead software developer, who programmed and implemented the designs. Supported commercialization, marketing, demonstrations, and customer adoption.

Strategic Partnerships and Industry Engagement

Developed strategic partnerships with Women in Public Finance (WPF), the National Association of Bond Lawyers (NABL), and the National Association of Health and Educational Facilities Finance Authorities (NAHEFFA). Created marketing materials, digital solutions, and sponsorship programs that strengthened industry relationships and expanded brand visibility. Participated in industry conferences.

ENTREPRENEURIAL EXPERIENCE

Public Finance Digital | Founder

2026 - Present

- Advise public finance firms on digital presence, workflow modernization, and AI adoption.

Design Planet Studio | Founder

2023 - Present

- Advise on digital strategy, CRM workflows, integrations, and process improvements.
- Design and develop websites with HTML5, CSS3, Sass (SCSS), and WordPress.

TECHNICAL AND CREATIVE CAPABILITIES

HTML5 | CSS3 | Sass (SCSS) | WordPress | CRM Workflows and Integrations
UI/UX and Website Design | Functional Mockups | Branding | Copywriting | Creative Direction

EDUCATION

The City College of New York, Manhattan, New York
Communication and Media Studies coursework, 1988 - 1990