

# DANIEL NAUMANN

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## EXECUTIVE PROFILE

Business development strategist recognized for creative solutions that increase sales, expand markets, and improve profitability for underperforming locations.

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## AREAS OF EXPERTISE

Business Development  
Market Expansion  
Mergers & Acquisitions  
Distribution Strategies  
Non Profit Leadership

Marketing Programs/Strategy  
Sales Management  
Financial Management/ Risk Analysis  
Operations Management

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## RELEVANT ACCOMPLISHMENTS

### Business Development and Market Expansion

- Grew start-up commercial laundry equipment distribution company from two employees in one state to 120 across seven states, creating \$10 million reoccurring annual income and increasing annual sales from \$200k to \$35 million.
- Created portfolio of and operated 83 coin laundries in the Midwest.
- Constructed and remodeled 150+ successful laundries for clients over 20-year span.
- Strategically built apartment laundry service business encompassing 20,000+ contracted revenue-generating machines that generated \$3.2+ million annual EBITDA.
- Managed all merger and acquisition activities, successfully targeting and executing 50+ business acquisitions/dispositions.
- Personally achieved \$2 million average annual sales over 25-year period.
- Achieved sale of business without investment banker.
- Increased acquiring company's Midwest region's value \$6+ million by adding \$1.2 million EBITDA.

### Sales and Marketing

- Developed and executed inventive strategies such as mobile truck displays at customer locations and "cash for clunkers" promotions, which resulted in sales such as 500+ machines in 45 days.
- Recruited and managed sales team using Sandler sales techniques that led to a more effective sales process.

### Financial Management and Analysis

- Established and managed budgets for parent company and all subsidiaries.
- Identified and worked with private equity investors.
- Aided clients in obtaining financing for projects, working with numerous financial institutions.
- Designed leases and served as lead negotiator for all company and client locations.
- Devised and implemented budgetary control systems, record keeping systems, and other administrative control processes, reducing operational costs of added locations by 25%.

## Operations

- Successfully managed six-branch, multi-state expansion of business.
  - Created separate entity to own and operate 68 coin laundries across 5 states, overseeing on-site evaluation, lease negotiation, construction, installation and grand opening activities.
  - Directed contractors on design and buildout of retail spaces for all 83 company and 150+ client locations.
  - Developed formal communication link between sales and operations, which fostered more efficient equipment sales and installation.
  - Upon sale, fully integrated business into acquiring company's operations within 18 months.
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## WORK HISTORY

Executive Vice President, Laundry Cares Foundation July 2018-Current

Vice President and member of Senior Leadership Team, WASH Multi-Family Laundry Systems, dba Great Lakes Commercial Sales, Commercial Laundry USA, Brookfield, WI. Jan 2016 – Jan 2018.

President, Great Lakes Commercial Sales, Brookfield, WI. April 1992 – Dec 2015.

VP/General Manager, S&S Sales, Milwaukee, WI. June 1983 – Mar 1992.

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## AWARDS

**Distributor of the Year** (2x), Maytag Commercial Laundry

**National Award for Marketing Excellence**, Maytag Commercial Laundry

**Numerous Awards for Sales Achievement**, Maytag Commercial Laundry, Electrolux, Primus, ADC, and Whirlpool

**National Vended Laundry Award**, Maytag Commercial Laundry

**Chairman's Award**, Coin Laundry Association

**Outstanding Director's Award**, Coin Laundry Association

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## ORGANIZATIONAL AFFILIATIONS

**Member**, Coin Laundry Association

**Chairman of the Board**, 2006

**Officer**, 2002-2007

**Board Member**, 1999-2007

**Board Member**, Milwaukee Business Improvement District #10, Milwaukee, WI, 1995-Present

**Secretary**, 2015-Present

**Board Member**, Children's Community Center, Menomonee Falls, WI, 1997-2009

**Coach/Assistant Coach**, Elmbrook Little League, Brookfield Badgers baseball team, youth basketball, 2001-2014

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## EDUCATION AND TRAINING

**Sales Management Training**, Sandler Training.

**Sales Training**, Sandler Training. Levels 1-3

**BSBA, Economics**, University of Southern Mississippi, Hattiesburg, MS