

Annie Danielson

Entrepreneurial Designer Developer

Experience (All companies launched 1992-2014, owned/led by Annie & Mark Danielson in Trinidad CO unless noted)

- 1983-1985 **Morning Star, Minneapolis MN** Line Planner/Product Developer
- 1985-1987 **Leanin' Tree Publishing, Boulder CO** Product Developer
- 1987-1990 **Pepperdine University, Malibu CA** Budget Manager for President & VP Administration
- 1992-2011: **Danielson Designs, Ltd.** Gifts & home décor design and manufacturing.
 - Launched as high-end, handcrafted wood picture frames.
 - Grew to include full catalog line of home furnishings and home office furniture.
 - When the industry saw mass exodus to Asia in late 90's, elected to keep manufacturing in USA.
 - Trimmed product line back to photo frames and decorative signs, invested in state of the art manufacturing technology (CNC, finish, print) and continued profitable growth.
 - Launched "Studio," the first mass customized product line in the gift industry in Jan '09.
 - Sold brand to a top 3 company in industry. Continued to design/mfr the line for them.
- 1995-2016: **Winterwood Group, LLC.** Commercial and residential real estate.
- 1998-2011: **Danielson Dry Goods.** Retail gift and home décor store.
- 2005-2011: **The Café.** Coffee shop and café.
- 2006-2011: **Southern Colorado Repertory Theatre.** Board Member. With artistic co-Founders, led pivot from junior college summer program to year round professional community theatre.
- 2010-2014: **Rendi, Ltd.** Personalized gifts/home décor.
 - Secured \$5.5M in combined debt/equity financing.
 - Developed proprietary software, app, integrated operations (pat pending).
 - Tailored state of the art manufacturing system to \$100MM annual capacity.
 - Launched in the direct selling channel.
 - Pivoted to B2C as home party channel faltered nationwide.
 - Sold IP (product line, software, mfg process) to leading company in the industry.
- 2016: **Boutique Wedding Venue** -- Currently exploring opportunities in the Denver/Boulder corridor

Education

- Bachelor of Arts, English, 1982. The Colorado College.

Awards

- Co-CEOs of the Year (with partner/wife Annie), *CoBiz Magazine*, 2009.
- Entrepreneurial Woman Of The Year, companies 5M-10M, 2009
- "Best Social Responsibility Program for Company < 100 Employees", *American Business Awards*, 2009.
- "Colorado Companies to Watch", *Edward Lowe Foundation*, 2007.
- "#1 in Wall Décor", *GiftBeat Magazine*, 2005, 2006, 2007.