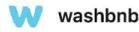




**Daniel Cruz** · 2nd  
CEO @washbnb



Milwaukee, Wisconsin, United States · [Contact info](#)

500+ connections

You both know Jonny Price, Krishan Arora and 6 others

Connect Message More

**Featured**



"While we're certainly looking forward to a world with less virus related pain and suffering, we're also excited to build washbnb in this new climate because our service was built to weather the storm."...

**2020 Survivor Story: Milwaukee-based WashBnB Spins Toward A New Market, Hotels - Times Of Entrepreneurship**  
timesofe.com • 2 min read

65 · 7 comments

**Activity**

2,046 followers

**Is this another one of your builds?!**  
Daniel commented

**Mark Simpson** {Boostly} I use a different phone for Clubhouse. Ca...  
Daniel replied to a comment

**Email me a reminder!**  
Daniel replied to a comment

**Need a linens & laundry guy? ;)**  
Daniel commented

[See all activity](#)

**Experience**



**co-founder and ceo**

washbnb · Full-time  
Jan 2020 – Present · 1 yr 5 mos  
Greater Milwaukee Area

Creator of a novel way to help short term rental hosts improve guest experience, save time, and improve environmental impacts. We're a start-up with hospitality in our DNA. Compatible with Airbnb, VRBO, HomeAway, and Booking.com; we have a turn-key solution to your laundry problem.

**Services marketing manager**

GE Healthcare

Apr 2019 – Jan 2020 · 10 mos

Greater Milwaukee Area

Strategic Marketing for the Services Division within the United States and Canada zone for GE Health Care, responsible for brand development, storytelling, customer experience, and value proposition development for both new and existing services and entitlements.

**Strategic Partnerships**

ALL GOOD NETWORK

2017 – 2018 · 1 yr

Greater Los Angeles Area

I manage the Adult Beverage and Cannabis categories at All Good Network; working with brands to develop partnership opportunities within our network of influential music festivals, cultural events, and creative ninjas.

[...see more](#)**Marketing Manager - Beer Division**

Anchor Brewing Company · Full-time

Sep 2011 – Nov 2014 · 3 yrs 3 mos

San Francisco, CA

A 120-year-old startup, I helped the brewery reinvent itself by building its first ever marketing platform and building a marketing team from three to thirteen in less than three years including two direct hires during which time brewery production grew from 89,000 ...see more

**Business Intelligence Analyst**

CROSSMARK

Sep 2010 – Sep 2011 · 1 yr 1 mo

Pleasanton, CA

Promoted in February 2010 to dedicated Analyst for Reckitt Benckiser. Responsible for all analytics in support of sales team consisting of two A/E's, RB team leader and Crossmark director. Work closely with 5 different category directors and their teams at Safeway to provide promotional analysis and calendar building, price analysis, new item prese ...see more

[Show 3 more experiences](#) ▾**Education****EGADE Business School**

Master of Business Administration - MBA, International Business / Marketing

2006 – 2008

**Startup School Online**

Entrepreneurship/Entrepreneurial Studies

2020 – 2020

The entire @washbnb co-founding team successfully graduated from Y Combinator's Online Startup School

**The University of Memphis**

IMBA, International Business

2005 – 2006

Transferred to EGADE in Monterrey during course of study abroad program

[Show 4 more education](#) ▾

