

Contact

www.linkedin.com/in/dannydemichele (LinkedIn)

Top Skills

SEO

Internet Marketing Consultant

Reputation Management

Honors-Awards

eVisibility - 2009 Inc Magazine
fastest growing company #1001

eVisibility - 2010 Inc Magazine
Fastest Growing Company - #269

Elevated.com - 2015 Inc Magazine
Fastest Growing Company #269

Elevated.com - 2015 SDBJ 100
Fastest Growing Companies

eVisibility - 2010 SDBJ Fastest
Growing Companies

Publications

How To Grow An Agency Without
Going Out Of Business

You Get What You Pay For

How To Retain and Hire The Right
Talent For Your Agency

Danny DeMichele - Founder and
CEO of Incubate, Article

Challenges and Opportunities For
Healthcare Marketers in 2019

Danny DeMichele

25++ years of Digital Strategy, Entrepreneurship and Investing.
Carlsbad, California, United States

Summary

Danny DeMichele is a San Diego-based multi-venture entrepreneur, and first-generation digital marketing expert. His four active agencies provide the backbone for DD Holdings, a global enterprise that promotes partnerships, leveraging his 24-year digital marketing background and grassroots business acumen.

Through bootstrapping, partnering, and acquisition, Danny holds stakes in over 20 companies. He advises on a growing number of industry boards, and serves as the founding partner of Growth Partner, a premier San Diego B2B resource with special emphasis on augmenting digital capabilities in healthcare messaging.

Experience

DannyDeMichele.com

Digital Strategist + Managing Partner

January 2010 - Present (12 years 8 months)

Carlsbad, Ca

In the last 20 years, I have built 5 very successful agencies around digital marketing. In that time, I have experienced from both sides of the fence how to get things done, breakthrough issues, and help clients save millions of dollars.

Elevated.com

8 years 7 months

Chairman

August 2018 - Present (4 years 1 month)

Carlsbad, Ca

CEO

February 2014 - August 2018 (4 years 7 months)

Carlsbad, Ca

Elevated is a full service digital marketing firm focusing on highly regulated spaces like Financial Services and Healthcare. We are a group of 30 mostly senior internet marketers and creatives.

Audacity Health
Partner / Board of Directors
January 2018 - Present (4 years 8 months)
San Diego, California + Boston, Ma

Emerged Inc
Board Member + Investor
May 2020 - Present (2 years 4 months)
San Diego, California, United States

Quiverr
Co-Founder & Advisor
January 2013 - Present (9 years 8 months)
Carlsbad

(Acquired by Advantage Sales & Marketing July 2017) I was a Co-Founder and lead investor at Quiverr. In 3.5 short years, we have become an Amazon top 100 seller (out of 5 million) and recently won the #3 spot in San Diego Business Journal's Fast Growing Companies for 2017. Quiverr is an Amazon and Marketplace management company that help enterprise brands clean up, manage and drive more revenue through the Amazon channel.

Pureboost Energy Drink Mix
Co-Founder and Board Member
September 2018 - Present (4 years)
Carlsbad, Ca

Started as a Direct To Consumer brand, we are now moving into the retail channel. We are a rapidly growing healthy antioxidant energy drink mix containing no sugar, no sucralose and no artificial flavors, colors or preservatives. In just 1.5 short years, we have satisfied tens of thousands of customers. Pureboost delivers pure micronutrients, multi-vitamins and antioxidants to give you an immediate boost any time of day.

Robin Hood Brands
Partner and Co-Founder
January 2017 - Present (5 years 8 months)
Carlsbad, California, United States

Robin Hood Brands is attempting to re-think the way consumer brands are built and distributed. Our approach is based on high levels of expertise in product, brand building and digital marketing. The environment is dynamic, focused on a high level of learning and teamwork.

YourDNA.com

Co-Founder / Managing Partner

October 2018 - Present (3 years 11 months)

Carlsbad, CA

YourDNA (YourDNA.com) is a technology-based awareness engine for genomics companies to connect with relevant patient populations. We put an honest, ethical and informed lens on the real-time advancements in genomics.

Growth Partner

Managing Partner

August 2018 - Present (4 years 1 month)

Carlsbad, Ca

Growth Partner is a business enabler. We create and support San Diego entrepreneurs in digital marketing technologies and services.

Daasity

Member Board Of Advisors

November 2018 - Present (3 years 10 months)

San Diego, California

San Diego Sport Innovators (SDSI)

Board Of Directors

January 2016 - Present (6 years 8 months)

San Diego, Ca

CONNECT Sports Innovators is an exclusive community of CEOs, Founders and Presidents of emerging sports companies as well as senior and executive-level management of mature sports companies, focused solely on developing and sharing strategies for growth and success. Chaired by Bill Walton, CONNECT S.I. brings key executives together to share connections and ideas. Our goal is to strengthen networks, provide mentoring and education to start ups, as well as provide funding opportunities.

Incubate.com - Digital Marketing Holding Company

Founder / Chairman

October 2011 - March 2018 (6 years 6 months)

Carlsbad, Ca

Incubate.com invests in and offers its internal expertise for Internet Marketing based service companies and technology platforms.

Spread Effect

Chairman and Partner

April 2014 - June 2015 (1 year 3 months)

La Jolla, Ca

(Acquired by Adduco Media in June of 2015) I led a small group of investors and acquired Spread Effect in April of 2014 as a strategic acquisition to support our digital marketing agencies. While a great company and acquisition, we struggled to merge it into our core agency business decided to sell the entire business unit off.. To this day it continues to be a strong outbound content marketing platform.

eVisibility

Founder / CEO

January 2003 - October 2010 (7 years 10 months)

(Acquired by GearyLSF in 2010) I founded eVisibility in 2006 and grew it to a top search engine marketing firm with 30 employees in just 3 years. In 2010, we were Inc Magazine's 169th fastest growing company, 50 fastest growing company according to San Diego Business Journal. We successfully sold the company to LSF Interactive, a global Online Agency with over 100 employees in offices in France, Philadelphia, Chicago, and San Francisco.

Buy Online, Inc.

Founder / Chairman

January 2006 - January 2010 (4 years 1 month)

(Acquired by Max Industries 2010) I co-founded Buy Online, Inc. in 2006 which started as 2 vertically targeted websites in the furniture industry. In as little as 3 years, we grew it to 8 websites doing millions in revenue annually. BuyOnline was wholly acquired by our supplier/partner, Max Industries in March of 2011.

DiscountNutrition.com

Founder / CEO

January 1996 - January 2000 (4 years 1 month)

San Diego, Ca

(Acquired March 2000) I founded DiscountNutrition.com and eventually sold my first Ecommerce business in 1996. This was just two years after Amazon was created. There wasn't a Google yet, Paid search didn't exist, pay per click for that matter. Alta Vista was the largest search engine. Wow, I am old.