

Danny D. Martinez, MBA

Apex Business Consulting



Danny D. Martinez has over 20 years of experience delivering business development and marketing plans that drive business growth. He is a natural born connector and convener of people, information, and systems. His energetic approach and big picture thinking drive his passion for helping businesses excel. Throughout Danny's career, he has successfully cultivated a network of business professionals that span across the US and abroad. He continues to build upon this network to stay relevant and knowledgeable regarding the latest market trends. Most recently in 2019, Danny was selected as a co-chair and is one of the founding fathers of Latinos Impacting our Future Together (L.I.F.T) a men's philanthropic giving circle.

A change agent, Danny has worked in the education, technology, government, and non-profit sectors. He served as the Director of Business Development for the Hispanic Chamber of Commerce of Metro Denver where he was responsible for securing membership and sponsorships dollars for the organization. While at the chamber, Danny worked directly with small, medium and large businesses to help increase their exposure within the Hispanic market. Danny's passion led him to assist many of his members with their business and marketing plans. He participated in several citywide committees advocating for small businesses and finding ways to increase exposure of the chamber's mission.

As the Hispanic Marketing Coordinator for Anheuser-Busch Sales Co. of Denver, Danny oversaw a \$2 million marketing budget for radio, print, and outdoor marketing. One of Danny's many successes includes the product launch of Bud and Bud Light Chelada to the Colorado market as part of a nationwide roll out. Danny championed this initiative to secure market share, promote the brand, and increase sales in targeted markets. He was also responsible for Anheuser-Busch's community relations program creating strategic partnerships that increased sales and brand awareness.

As a proud native of Colorado, Danny received his Bachelor of Arts in Interdisciplinary Studies from the University of Northern Colorado. He also completed his Master's degree in Business Administration International and a second MBA in Operations Management from Regis University. In 2012, Danny was selected to participate in the inaugural class of Hispanic Chamber of Commerce of Metro Denver Leadership program. He is also a graduate of the Downtown Denver Partnership Leadership class in 2006.

Danny has a passion for giving back to the community volunteering his time and talent to several community efforts, advisory committees, and planning groups. One of his many joys is being a member of Sigma Lambda Beta International Fraternity Inc., the largest Latino based fraternity across the U.S. Danny has been a proud member since 1997 and was one of several founders of the alumni group called F.U.E.R.T.E (Fraternal, Unity, Empowering and Reaching Tomorrow's Educators). He currently serves as an advisor to the University of Northern Colorado chapter. Danny has been a speaker at many Latino youth leadership conferences and continues to be an advocate for Latinos getting their education and overcoming obstacles.