



# About Michael

Michael McDaniel, MBA is a *Senior Consultant* for **The Blake Leath Group, LLC** ("TBLG") — a dynamic curriculum development and intellectual property *greenhouse* that grows leaders and shapes cultures.

For the past 18 years he has been providing thought leadership to many of the world's largest organizations as well as some of the most cutting edge newcomers. His experience spans multiple industries including military/government, IT, for profit and public education, logistics/distribution and manufacturing. Some of Michael's government clients have included U.S. Department of Veterans Affairs, Defense Logistics Agency, State of Missouri, State of Texas, State of Hawaii, City of Houston, U.S. Air Force, U.S. Army, U.S. Forest Service, Defense Intelligence Agency (DIA) and U.S. Customs & Immigration. Commercial clients have included FedEx Office, American Eurocopter, AT&T, WellPoint, Aetna, Guidestone Financial Resources, Barnes & Noble, Bickel & Brewer, Fossil, Hitachi, Yum! Brands and Lockheed Martin.

With strong expertise in marketing, sales, training, customer experience and operational efficiency, Michael has a track record of creating culture shifts and inspiring leadership effectiveness to drive brand performance and corporate profitability. As a former U.S. Air Force officer, his keys to

success revolve around discipline, integrity, flexibility and personal organization. From creating new divisions and tapping new markets to improving existing environments, Michael's passion is to bring excellence through intense customer focus and exemplary training.

Michael earned his Bachelor's degree from the University of California at Berkeley and his MBA from the University of Notre Dame. Michael has been happily married for 15 years and has two elementary aged children.

In his spare time he can be found on the mountain bike trails or working on the Board of Directors for Texas Winds (a non-profit organization that provides professional music education for Headstart programs and music therapy for retirement homes). Michael is also a member of American MENSA and Beta Gamma Sigma graduate business honor society.

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