



## DANIEL A. COPELAND



Daniel A. Copeland is Director of Business Development and Marketing for Long International, Inc. He has 20 years of business development and marketing experience, with 12 of those years spent in the construction claims consulting arena. Prior to joining Long International, Mr. Copeland was the Director of Business Development of Hill International's claims group in Washington, DC, where he established the business development practice. For nearly 10 years prior to working for Hill International, Mr. Copeland managed the Center for Management Development and Training, Inc. (CMDT) and Lion Worldwide, Ltd., an internationally renowned construction contracts and claims seminar company that promoted and held seminars throughout the U.S., Southeast Asia, India, the U.K., and the Middle East, primarily for owners, contractors, and lawyers worldwide.

### EDUCATION

B.A., Communications, George Mason University, 1988

Paralegal Certificate, NIRE, 1989

22 Project Management & Construction Contracts courses at George Washington University (1993-1999)

Graduate courses at Trinity Evangelical Divinity School, 1997-1998

### PROFESSIONAL AFFILIATIONS

Associate Member of the American Bar Association's Forum on the Construction Industry

### ACCOMPLISHMENTS

- Consistently exceeded construction claims consulting services sales quotas
- Managed sales teams that averaged 115% of quota
- Developed executive-level relationships with Deutsch Bank, Wachovia, Johnson & Johnson, Merck, Halliburton, GSA, Borealis, Computer Associates, Nextel, AT&T Wireless, National Cement, Saudi Aramco, Kuwait National Oil Company, Bahrain Telecom, Kuwait Oil Company, British Aerospace, Embassy of Korea
- Formed strategic partnerships with Computer Associates, Iridian Technologies, PROMIS, Datamation India, Federal Publications, George Mason University, and The George Washington University
- Developed, promoted, and held over 65 conferences yearly in the U.S., the U.K., Southeast Asia, the Middle East, and India
- Executed over 325 successful worldwide direct mail campaigns



## **PROFESSIONAL EXPERIENCE**

### **Long International, Inc.**

*Stephens City, Virginia (January 2008 to Present)*

Daniel A. Copeland is responsible for establishing the long-term foundation for Long International's global marketing and business development practice. Through strategic target marketing and analysis, he identifies and qualifies opportunities while helping turn prospects into clients. He manages the design, implementation, and execution of our marketing initiatives, including website development, to ensure customers and those in our core markets have the best information available to them about Long International. Mr. Copeland assists in presentation and proposal development and in helping our team of consultants with their marketing and business development efforts. He also assists management in recruiting industry leaders and top-notch professionals to join Long International as our business steadily grows. Mr. Copeland also facilitates the development of key strategic partnerships and alliances that provide benefits to our customers.

### **The Church of the Valley**

*Strasburg, Virginia (January 2006 to October 2007)*

As Executive Pastor, Mr. Copeland managed church administration, operations, growth and assimilation for the fastest growing Covenant church in Virginia. He was responsible for publicity and promotion, media relations, marketing, public relations, and community outreach. Mr. Copeland also instituted a successful Bible-based church fundraising and giving plan and co-managed the successful \$3.5M church bond program. He was the Men's Ministry Leader and Teacher and produced year-end assessments for the Board of Directors. He implemented and managed a web-based membership management system and created the church website. He managed and was responsible for all church related events including baptisms, luncheons, parties, grand openings, and conferences.

### **Politec, Inc.**

*Reston, Virginia (March 2004 to April 2005)*

As Vice President of Business Development for an international global IT outsourcing company, Mr. Copeland launched the global IT outsourcing service division with first year sales of \$14M. He launched an aggressive, focused marketing and sales campaign resulting in an unprecedented 33 C-level meetings within the first 90 days. Mr. Copeland performed detailed market analysis, identified key metrics, and briefed the CEO and Senior Executives, as the company moved forward with his recommendations. He successfully targeted and penetrated financial vertical markets and key Fortune 1000 companies resulting in ongoing high-level relationships with Deutsche Bank, Wachovia, U.S. Bancorp, Affiliated Computer Services, and Halliburton.

### **Hill International**

*Washington, DC (November 2001 to March 2004)*

As Director of Business Development & Marketing for Hill International, Mr. Copeland reported to the President of Hill's Claims Services Division. He exceeded the yearly quota of \$1.5 million, closing \$5.5 million in sales during his tenure. He proactively scheduled and held dozens of face-to-face meetings between potential new clients with real opportunities and Senior Executives.



Mr. Copeland's responsibilities included:

- Recruiting, hiring, training, and managing a sales force who exceeded corporate sale quotas
- Developing lists of Top 200 Owners; Top 200 Contractors; Top 200 Construction Lawyers and contacted them daily by making an average of 25 phone calls per day in addition to emails, letters, and faxes resulting in "finding the claims" and building new long-term relationships
- Developing a listing of Top 150 projects in U.S. and contacted all decision-makers of these projects to investigate claim opportunities
- Uncovering claims opportunities and building multimillion dollar pipelines and sharing these opportunities with appropriate executives
- Scheduled and holding dozens of high-level conference calls with the President and Owner, resulting in proposal opportunities
- Reviewing all executives' pipelines and providing assistance to help them close deals
- Revamping company presentations to be high-tech and world-class
- Implementing company-wide sales methodology (IMPACT) resulting in measurable increase in revenue by being instrumental in the acquisition of six sizeable new contracts
- Transforming the marketing strategies to effectively increase market share, profits, and client retention
- Devising and launching a web-marketing strategy that resulted in 220 qualified leads within first two months
- Developing branding and marketing collateral for use in sales efforts
- Developing, marketing, and filling to capacity nine different two-day conferences on construction contracts and claims in Washington, DC, San Francisco, and Orlando
- Instituting GoldMine as the effective company standard for Contact Management and utilizing the CRM system to develop winning proposals

**Politec, Inc.**

*Reston, Virginia (May 2001 to November 2001)*

As Vice President of Business Development, Mr. Copeland was responsible for branding, messaging, media, publicity, lead generation and web-marketing Biometric Access Management IT services. He sold the first iris recognition biometric system ever to a hospital and expanded the client base to include financial service companies. He was recognized company-wide for contributions, as he built a legitimate pipeline of \$3M in 6 months.

**Global Management Systems, Inc.**

*Bethesda, Maryland (January 2001 to May 2001)*

As Senior Sales Executive, Mr. Copeland marketed the network knowledge mapping software Visionael for GMSI, an information technology consulting firm and market leader in delivering Network Knowledge Management Solutions to the government and to Fortune 500 companies. Visionael delivers full documentation of both the physical and logical network together with customizable workflow process and reporting to control and manage the evolution of the network. Networks managed with Visionael satisfy the most stringent regulatory and security requirements for networks; and Visionael was even installed at the Pentagon. Mr. Copeland developed relationships with major financial institutions in America, including Senior Management at Solomon Smith Barney and others.



**Jonathan Ladd Company**

*Laurel, Maryland (October 1999 to December 2000)*

Mr. Copeland was an Executive Vice President for Jonathan Ladd Company, America's preeminent sales recruiting firm where he had overall responsibility for P&L, sales and marketing. He demonstrated his ability to manage others and lead a world-class sales and marketing organization, increasing revenues by 36%. He helped restructure the organization, resulting in a myriad of operational procedural enhancements. Mr. Copeland recruited, hired, trained, and managed the sales force of ten, including the Sales Director, Director of Operations, and a marketing staff of six. He assisted the CFO with all financial planning and report generation. Mr. Copeland targeted pharmaceutical, telecom, financial, staffing, and office product companies and acquired J & J, Wyeth Ayerst, Merck, Verizon, Nextel, Aerotek, and Ikon as new clients. He cultivated and sustained executive-level relationships and alliances with key executives/clients and managed public relations and advertising agencies effectively to deliver within budget.

**Center for Management Development & Training, Inc.** (A Worldwide Seminar Company)

*Washington, DC (September 1993 to September 1999)*

Senior Vice President of Marketing

*(September 1995 to September 1999)*

- Responsible for 75% of corporate revenue
- Mr. Copeland promoted, managed and held 65+ conferences yearly worldwide to ensure consistent revenue
- Formed strategic partnerships with The George Washington University and George Mason University so that all programs could award Continuing Education Units (CEU's) to attendees
- Held numerous highly profitable in-house courses (which usually led to "claims opportunities" for the speakers)
- Responsible for the creation and successful execution of the corporate marketing strategy and consistently attained revenue targets established by the owner
- Grew the professional speaker base from 8 to 49 by creating C-level relationships and alliances which greatly expanded the course offerings
- Oversaw 23 vendors worldwide
- Among first in education industry to conceptualize, design and launch a revenue-producing website
- Conducted due-diligence analysis and acquired major competitor, Lion Worldwide, Ltd, a London-based seminar company

Director of Marketing

*(September 1993 to August 1995)*

- Responsible for course and product definition, development, pricing, and marketing
- Created, directed, and launched 50 independent direct mail campaigns yearly
- Developed and maintained quarterly course and product reporting
- Managed vendors with vendor report card to provide timely quality programs and product deliveries through an integrated project schedule
- Managed cross-functional internal and external teams to support marketing initiatives
- Maximized revenue opportunities by providing strategic course offerings and supporting publications



**SPEAKING ENGAGEMENTS**

Mr. Copeland has taught marketing courses through The George Washington University and George Mason University which provided Continuing Education Units (CEU's).

Mr. Copeland was interviewed and featured nightly for one week on Bahrain National Television for his role in bringing project management training to the Ministry of Finance and National Economy in Bahrain.

Mr. Copeland presented a ½ day training course on Marketing held at the World Bank in Washington, DC to 12 Chinese foreign ministers representing 12 Chinese governmental ministries.

Mr. Copeland held, participated in, and successfully invited dozens of Foreign Embassy Military Attache's to the program "How Foreign Governments Procure Defense Products In America" taught by Senior Partners from Morgan, Lewis & Bockius, LLP (Washington, DC).

Throughout the 1990's, Mr. Copeland led delegations of Arab and Asian contractors on tours of top U.S. construction sites while introducing them to owners of these large U.S. construction companies to facilitate ongoing partnerships.

Mr. Copeland is the founder of and a frequent spokesperson at the FATHERS & SONS ADVENTURE CLUB™, serving families in Virginia and Maryland and designed to help fathers and sons bond through participating in exciting monthly adventures.