

**Dan Koven**  
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### **SUMMARY**

Consultant-centric sales and marketing professional for over two decades. Currently looking for a full-time career potential position with growth opportunities in a health and wellness related field. Excellent articulator, engaged listener and persuasive communicator.

### **PROFESSIONAL EXPERIENCE**

#### **Health Practice Advisors** Huntington Beach, CA *Business Development Trainer (2/17-)*

- Trains, mentors and coaches wellness practitioners/entrepreneurs around the country to develop and enrich their respective coaching businesses. Focus includes working with clients around the concepts of functional medicine, habit change and lifestyle modification using holistically centered diet and nutrition ideologies.
- Runs monthly group accountability coaching curriculum via social media.

#### **Grow Healthy Vending, Inc.** Irvine, CA *Business Development Manager (1/15 - 8/17)*

- Responsible for fastidious follow up on all incoming SEO/PPC, website and franchise opportunity incoming leads, following script protocols for all scheduled consults, qualifying, vetting and closing new business.
- Performed duties as Territory Manager working directly with assigned operators for machine placement.

#### **Koven Financial Group** Anaheim, CA *Benefits General Manager (2007 – 12/14)*

Managed family agency in selling and marketing permanent and temporary life insurance solutions as well as individual and small group health insurance, disability, dental, vision, 401(k) rollover, Medicare and annuities.

- Developed new cases and increased book of business by utilizing various marketing mediums such as magazine, radio, SEO and social media methods.
- Prepared presentations and proposals, addressed and provided solutions to employer/employee concerns all while maintaining constant contact throughout closing process.

#### **The Sauna Depot, LLC** Newport Beach, CA *Co-owner/General Manager (2000 – 2007)*

Ran and managed the largest luxury bathing internet based distribution company in U.S. Responsible for all day-to-day operations from inbound/outbound sales calls, manufacturer relations, online advertising (SEO/PPC), producing invoices, purchase orders, transport and facilitating entire sales process from A to Z.

- Designed, implemented and strategized building concepts and projects acting in a broker capacity with industry vendors as well as plumbers, contractors, electricians and laymen.

### **EDUCATION**

**Health Coach Institute (HCI) - CHC (2017-2018)**

**Associates Degree – Cypress College (1991-1994)**

**Cal State University Long Beach (1995-1997) B.A. English**