

Daniel D. Greco II

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Chief Executive Officer | Chief Operating Officer | Board Leader

Visionary executive with a proven record of scaling organizations, driving revenue growth, and leading transformative initiatives across sports, private equity, and global enterprises. Skilled at building partnerships, optimizing operations, and cultivating resilient, high-performing cultures. Deep experience working with boards, investors, and national organizations to deliver measurable enterprise value.

Core Strengths

- Executive Leadership & Strategic Growth
- Sports Partnerships & Ecosystem Building
- M&A Integration & Operational Scaling
- P&L Management & Revenue Expansion
- Organizational Development & Culture Building
- Board Governance & Stakeholder Engagement

Professional Experience

Co-Founder & Chief Visionary Officer | MaxU – Tampa, FL

2022–Present

Founded and lead a mental performance platform transforming athlete development in youth sports.

- Secured 40+ national and regional partnerships, embedding MaxU into leagues, clubs, and events across multiple sports.
- Positioned MaxU as a market disruptor in athlete mental fitness, creating scalable revenue models and high-margin growth.
- Built and directed a team delivering science-backed digital training tools to 2M+ athletes, coaches, and parents.

Chief Executive Officer & Managing Partner | Ark Applications, LLC – Tampa, FL

2015–Present

Private equity and advisory firm investing in early- and growth-stage ventures.

- Directed fund administration and portfolio growth, driving significant ROI through strategic investments and operational improvements.
- Advised portfolio leadership teams, improving efficiency, profitability, and market positioning.
- Established repeatable frameworks for operational turnarounds and scaling.

Chief Operating Officer | Script, LLC – Tampa, FL

2018–2021

Technology-enabled healthcare platform.

- Drove operational transformation, implementing advanced planning and reporting systems that improved profitability and team performance.
- Directed cross-functional teams through restructuring initiatives, achieving measurable productivity and efficiency gains.

Chief Operating Officer & GM | Garden Light LED – Tampa, FL

2012–2015

High-growth manufacturing and distribution company.

- Scaled revenue from \$1M to \$10M in 2.5 years while improving net income by 40%.
- Restructured global supply chain, reducing COGS by 20% and improving customer service metrics.

Senior Consultant | Steven Douglas Associates – Tampa, FL

2010–2012

- Oversaw Walt Disney's **global supply chain transformation**, improving procurement and supplier efficiency.
- Directed the launch of a Global PMO for a \$1B insurer, delivering governance and execution discipline.

Earlier Career: Leadership roles at Johnson & Johnson, Novartis, and BASF with a focus on **global supply chain management, operational excellence, and compliance**.

Education

- Executive MBA – Supply Chain & Innovation Management
- B.S., Consumer Studies (Management & Finance minors) | Syracuse University

Certifications: Six Sigma (Green Belt; Black Belt trained), APICS, Healthcare Compliance

Board & Leadership Roles

- **Bayshore Little League** – Board President & Member
- **Tampa Bay Sports Commission** – Board Member
- **St. John's Episcopal Parish Day School** – Treasurer, Secretary, Chair Master Plan, Board of Trustees
- **Meals on Wheels Tampa** – Board Member
- **Lifepath Hospice Ambassador Committee**
- **Synapse Innovation Summit** – Executive Board
- **Entrepreneur-in-Residence** – University of Tampa, USF, Syracuse University