



Dan C. Ruth

Business Development Specialist

Dan joined Sonoma Technology as a Business Development Specialist in 2022 and serves as Magee Scientific's Sales Representative in the United States. He brings a broad range of experience in consumer intelligence, competitor due diligence, and market research and analysis in the U.S. and China. Dan had previously worked with Sonoma Technology as a Business Development Intern while completing an MS in Business Analytics from Dominican University of California. In that role, Dan

collaborated with STI's Vice President of Business Development to help plan, strategize, build, and execute on the ambitious growth goals of the company. Additionally, Dan worked closely with the Kids Making Sense team to help drive Sonoma Technology's Education and Outreach division, as well as help develop dashboards and data visualizations to track Key Performance Indicators across all the company's business areas.

Originally from New York City, Dan moved and traveled extensively along the East Coast and overseas before attending Middlebury College in Vermont, where he received a BA in International Politics and Economics (with a minor in Mandarin Chinese). Following graduation, Dan moved to Shanghai and began work as an analyst and project manager at Global Intelligence Alliance (GIA), a global provider of competitive and market intelligence solutions that has since been acquired by M-Brain Group.

At GIA, Dan conducted primary and secondary research and led teams of analysts on consumer intelligence, competitor due-diligence, and market entry strategy projects for several Fortune 500 companies looking to expand in the Asia Pacific region. Projects included leading a market entry strategy deep dive for Philip's LED lighting solutions in horticulture applications (greenhouses, tissue culture labs, and urban farms), as well as conducting focus groups, expert interviews, and customer surveys in the U.S., China, France, and Germany. Dan also supported dozens of other analysis and strategic advisory projects in FMCG, supply chain and logistics, luxury goods, mining, energy, healthcare, and green technology sectors. In this capacity, Dan spearheaded business development efforts by developing and presenting dozens of proposals and requests for information to highlight GIA's industry expertise.

After returning from China, Dan continued working as an independent consultant on various projects ranging from consumer intelligence for companies like Merck and IKEA, data analysis and visualization for Bay Area non-profits, and writing and communications roles in DE&I, academia, publishing, and finance. Dan has also pursued master's coursework in International Policy and Development at the Middlebury Institute of International Studies in Monterey (MIIS) while contributing several chapters of a book on Modern Arab Culture in collaboration with professors from MIIS and Claremont-McKenna. Dan has additionally contributed to articles published in Reuters and Internet Retailer Magazine on e-commerce in China, as well as contributing to GIA's *The Handbook of Market Intelligence*.

Dan enjoys traveling to remote destinations and spending time in the outdoors. He currently volunteers at The Marine Mammal Center in Sausalito, where he supports harbor seal rehabilitation, and in the past has worked with the World Wildlife Fund on conservation and research projects in Southern Africa.

Education

- BA, International Politics and Economics (Chinese minor), Middlebury College
- MS, Business Analytics, Dominican University of California