

# DAVID J. DANTO

[David@danto.com](mailto:David@danto.com) <https://www.linkedin.com/in/daviddanto/>

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## **SUMMARY**

### **Respected Industry Thought Leader, Communicator, Manager And Strategic Planner**

Industry leader with significant relationships and following that has driven sales of products and services. Experienced, analytical, and pragmatic leader with the proven ability to rapidly recognize and manage undefined challenges, establish direction through data-driven analysis, and create processes to address issues. Strategic and solutions-driven, adept in maintaining an agile and adaptable work approach. Track record of achievement in developing revenue and meeting aggressive growth targets. History of success managing operational and technical projects with a consistent focus on managing risk, ensuring compliance, meeting deadlines, and optimizing cost.

### **KEY SKILLS**

Strong Communicator That Drives Customer & Partner Interest | Strategic Planning & Tactical Execution | Growth Mindset  
Cross Collaboration | Leadership | Dedicated To Customer Satisfaction | Efficiency

## **PROFESSIONAL EXPERIENCE**

**POLY, A DIVISION OF HP (FORMERLY PLANTRONICS/POLYCOM),** Multiple Global Locations

2019 - 2023

### **Director of UC Strategy and Research on the HP Thought Leadership Team**

Helped formulate and drive the company's collaboration strategy through the company's rebranding and eventual purchase. Served as a conduit for customers and partners to communicate market and user needs. Worked with customers, partners, industry analysts, and the media providing thought leadership about the value of our collaboration solutions.

- Assembled, managed and hosted the PECAB (Poly Enterprise Customer Advisory Board) – which was responsible for millions in new client revenue from such firms as Walmart, Intuit and The Hartford.
- Produced, hosted and edited weekly podcast content for multiple social media outlets – increasing product visibility and sales metrics.
- Provided thought leadership presentations during outreach to customers and partners – driving interest in Poly solutions and adding customers.
- Coordinated analyst relations and customer activities at industry events.

**DIMENSION DATA AMERICAS,** New York, NY

2011 - 2019

### **Industry Analyst / Principal Consultant, Collaboration / Video / Multimedia / AV**

Provided technical and operational guidance and strategy to multiple organizations; Designed systems and solutions that promoted effective collaboration; Supported and assisted the Digital Workplace team; Created strategic presentations for delivery to clients; Provided "thought leadership" in unified communications via blogs, articles and appearances at industry events. Formulated and delivered go-to-market advice and support for select collaboration manufacturers and service providers.

**J.P.MORGAN CHASE & COMPANY,** New York, NY, USA– London, UK

2008 - 2011

### **Vice President, Global Multimedia and Support Services**

Implemented and managed the world's largest commercial Cisco immersive TelePresence ecosystem (at the time.) Developed and deployed a fully interoperable unified communications environment, allowing direct-dial video connections between endpoints at desktop PCs, video conference rooms, executive desktop appliances and Cisco TelePresence rooms. Designed and implemented an HD "Desktop Telepresence" system relied-upon by the firm's senior management and operating committee. Coordinated the vendor selection and management process. Managed the Global Multimedia and Support Services Implementation team in the Global Services Organization.

- Grew a four-system proof of concept TelePresence deployment to just under 200 systems in two years, contributing to a nearly 50% reduction in travel expenses during that period.
- Built a support organization and developed the required technologies and processes to allow visual collaboration across multiple, disparate systems and products. Enabled firm leadership to leverage Business to Business TelePresence from their offices and originate global streaming content from any video device.

**LEHMAN BROTHERS, Multiple Global Locations**

2002 - 2008

**Vice President, Director of Global Multimedia Engineering**

Provided strategic direction, development and implementation of global enterprise multimedia systems, including lifecycle management of media and broadcast equipment and facilities and the design of interoperable video conference systems serving desktop, room and telepresence environments. Manage processes of vendor selection and standards enforcement in production, engineering and operations. Facilitate close coordination between Corporate Communications, Facilities Management, Corporate Services, Information Technology and the firm's business units with centers in New York, London, Tokyo and Mumbai, ensuring provision of reliable and appropriate services. Annual budget of \$10M in management of media infrastructure valued at more than \$80M.

- Developed Multimedia Services engineering from original base of AV technicians. Selected key vendors and developed global quality standards and implementation procedures. Internal training and staff development allowed firm to reduce reliance on outsourced technicians.
- Researched and integrated emerging technologies into existing systems and processes, streamlining and improving business practices.
- Developed global management systems for all HQ and branch multimedia and conferencing facilities. Achieved five nines reliability facilitating firm decision to geographically decentralize senior management.
- Designed and developed major multimedia installations (production studios, distribution systems, control facilities, auditoriums, and conferencing facilities) throughout the Americas, EMEA and Asia. Fully conversant with process of premises construction and interior fit-out from design concept to day one operation. Internal expertise greatly reduced reliance on external consultants and ensured firm obtained benefits as outlined in project charter.
- Designed and maintained digital signage and content delivery systems both internally and at large public display venues such as Times Square, NY and Canary Wharf, UK. This technology provided the firm with a unique method to deliver branded content while retaining total control over message.

**MORGAN STANLEY, NEW YORK, NY**

2000-2002

**Director of Multimedia Engineering**

Designed, implemented and managed the operations of television, radio and audio/visual facilities. Key team player in the coordination of activities into new media technologies. Oversight of all local and international teleconferencing and coordination of outsourced service providers. Annual budget of \$8.5M in management of media infrastructure valued at more than \$50M.

- Designed, implemented and managed audio/visual and teleconferencing systems (including television and radio facilities) for the build-out of a new headquarters facility at 745 7<sup>th</sup> Avenue in NY. Provision of internal expertise allowed full liaison with key business unit managers and ensured that facilities had appropriate functionality and fell within the agreed budget.
- Researched and integrated new technologies into existing systems, operational cutover of new systems into live environment. Planned and the coordinated staging of new services and functionality that preserved the integrity of operation and avoided loss of business as a result of unplanned outages.
- Developed and streamlined systems to remotely manage small and medium sized media facilities across the enterprise. Technology and process allowed staff to be re-directed to business unit functions while reducing need for outsourced technicians. Costs savings of \$244k realized in first year.
- Led the negotiation and execution of global equipment and service agreements, leveraging firm buying power to reduce expenditures in outlying regional locations.

**BLOOMBERG L.P., NEW YORK, NY**

1995-2000

**Director of Broadcast Engineering and Operations**

Oversaw and managed all television and radio technical operations including the production of news programming for broadcast and cable, network affiliates, internet live and streaming multimedia, and reports "on-demand".

Provided oversight of all local and international broadcast feeds and teleconferencing via satellite, public switched network and internal WAN connection. Designed and supervised all multimedia special events and live remotes. Coordinated facility maintenance and system upgrades

- Developed the systems required to produce the revolutionary Bloomberg multi-screen television format. Utilized pioneering automation that allowed conventional production to be accomplished by single person or unmanned stations. These efforts resulted in a tremendous reduction in personnel costs for broadcast television.
- Designed and supervised construction of multiple television facilities in typical corporate offices, significantly reducing the technical and facilities costs typically experienced during the entry into broadcast television production.

**NEW YORK UNIVERSITY, NEW YORK, NY**

1991-1995

**Director of Television and Media Services**

Managed all audio, video and audio/visual operations, centralizing and modernizing procedures and equipment. Facilitated NYU's entry into Cable Television, Distance Learning and Teleconferencing systems and technologies. Maximized and coordinated utilization of infrastructure. Coordinated in-house TV coverage of annual commencement ceremonies in Washington Square Park.

- Created and implemented NYU's first centralized media services department utilizing remote automated equipment authorization and an equipment and service reservation database. These efforts realized tremendous economies of scale.
- Designed and built America's first self-contained, multi-building university cable television system using microwave links to cross public rights of way. Provided cable TV service to NYU dorms for half the price that cable franchisee requested.
- Introduced Distance Learning and Teleconferencing systems utilizing both traditional satellite technology and dial-up systems over the public switched network.
- Developed NYU-TV, a student operated TV station that provided original programming to the NYU campus.

**FINANCIAL NEWS NETWORK, NEW YORK, NY**

1987-1991

**Director of Engineering**

Hired and supervised the technical and operations staff, coordinating live transmissions, and purchasing technical equipment and services.

- Designed and supervised construction of FNN's multi-format television and radio production center within New York's Rockefeller Center. Facilities included two live television production stages, four on-line interformat edit rooms, a television graphics suite, a state of the art newsroom and radio production and transmission studios.
- Supervised technical design and production of "This Morning's Business", a 1/2 hour television program syndicated to CBS O&O television stations.
- Filled-in as producer and/or director on many live programs when editorial and production staff were otherwise unavailable.

**DAVID DANTO TELEVISION AND MEDIA SYSTEMS, New York, NY**

1985-1987, 1991-1995

**Consultant**

Worked on a free-lance basis as a studio designer, broadcast operations consultant / trainer, cable, satellite and microwave TV system designer, and/or video / audio / communications engineer. Clients included:

AMC \* American Express \* AT&T \* Bloomberg Television \* Charlie Rose \* Court-TV \* CUNY-TV / BMCC  
MediaCenter \* Dennis Michaels Associates \* EUE - Screen Gems \* LRP Video Productions \* MPI Productions \*  
MTV / Viacom Networks \* NBC \* Nexus Video \* Rowland Public Relations \* Rutgers University\*

**EDUCATION****BROOKLYN COLLEGE – CITY UNIVERSITY OF NEW YORK**

B.A.-September 1983, Cum Laude

Television Production and Communications – Theater Production

**HONORS AND AWARDS**

- **COMMERCIAL INTEGRATOR** – Recognized as one of the **AV Industry’s Living Legends** – July 2023
- **CONSUMER TECHNOLOGY ASSOCIATION (CTA)** – Appointed as **CES Innovation Awards Judge** seven times from 2011 through 2024
- **Massachusetts Institute of Technology** – MIT **\$100K Pitch Competition Judge** 2022 & 2023
- **UC Expo USA** – Identified as one of the **Top 50 Influencers** in the Unified Communications and Collaboration industry – February 2023
- **AVIXA (FORMERLY INFOCOMM INTERNATIONAL)** (AUDIO VISUAL INDUSTRY ORGANIZATION) FAIRFAX, VA  
**Adjunct Faculty Instructor** for Infocomm Academy – April 2007 through June 2017  
Honored as one of nine **Emerging Technology Fellows** – June 2017
- **DONALD W. REYNOLDS JOURNALISM INSTITUTE, UNIVERSITY OF MISSOURI**  
**Nonresidential Fellow** - Appointed 2016-2017  
Designed, tested and detailed new low-cost, scalable video recording and archiving systems - based on emerging technologies - for public community meetings and events. By lowering the cost and complexity he developed a guide for community journalism into the new millennium.
- **ENTERPRISE MANAGEMENT 360**
  - Selected as the **Number One UC influencer** – 2018, Added to EM360tech.com Advisory Board
- **ONALYTICA.COM**
  - Selected as one of the **Top 100 UC Influencers** – 2016
- **USA TODAY** (NATIONAL US NEWSPAPER) and 10 BEST
  - Voted by readers as one of **America’s Top 10 Bloggers** on the subject of Business Travel – 2014

**INDUSTRY AFFILIATIONS****INTERACTIVE MULTIMEDIA & COLLABORATIVE COMMUNICATIONS ALLIANCE (IMCCA), NEW YORK, NY****Director of Emerging Technologies – Elected June 2005 and continuing to serve**

Member of Executive Board of non-profit industry organization that exists to facilitate and promote the use of collaborative communication technologies. Contributor to industry publications and presenter at industry events such as InfoComm, Enterprise Connect, NAB, INTEROP, Streaming Media, CEDIA Expo, CI Expo, Total Tech Summit, Wainhouse Research Summit, etc.

**COMMERCIAL INTEGRATOR’S COLLABORATION TODAY & TOMORROW, NEW YORK, NY****Editor –June 2022 to Present**

Identify, organize, compile and author articles and opinions for a publication specializing in collaboration and Unified Communication. (These efforts take place in coordination with the non-profit IMCCA and in addition to other professional responsibilities.)

**SOUND AND COMMUNICATIONS IT/AV REPORT, NEW YORK, NY****Editor –September 2018 to September 2021**

Identified, organized and compiled articles and opinions for the twice annual Sound and Communications IT/AV Report.