

VISION CHASER



DANYEL SURRENCY JONES



Don't be so attached to one vision that you can't see what's next. Your next could be the sole reason the vision was created.

Danyel Surrency Jones is a proclaimed "Vision Chaser", business strategist and philanthropist, with two decades of executive leadership and sales & marketing experience. She is the Founder and Principal Business Strategist of Danyel Surrency Jones Consulting and the Co-Founder and Chief Executive Officer of POWERHANDZ Inc., a global product tech company that designs innovative solutions for athletic training and rehabilitation. In 6 years, its core athletic training products have been sold to consumers in >86 countries, established a digital footprint with millions of youth and professional athletes, skills trainers and professional sports organizations. These milestones have captured the attention of major media outlets like Forbes, CNBC, Sports Illustrated, Essence and Bloomberg Business; positioning POWERHANDZ has one of the most innovative companies in multiple sports verticals, healthcare and technology.

As a CEO and Business Strategist, Danyel has the unique ability to create and articulate a clear vision, while crafting the next steps to best in class execution plans. Prior to her entrepreneurial journey, Danyel developed skills in several executive leadership roles for two Fortune 500 healthcare companies, Philips Medical Systems and Medtronic. She led several executive sales, marketing, product management, IMC and operation teams in her corporate career and become the 1st women elected as President of Medtronic's enterprise sales resource group.

In addition to these roles, Danyel has a passion for the community, women and youth. She is the Co-Founder and President of POWERHANDZ's non-profit entity, The Power To Give Foundation (501c3). Its mission is to provide athletic and academic programs to youth in underserved communities. A portion of every product purchased with POWERHANDZ is donated to fulfilling its mission. She also mentors women entrepreneurs, serves on the Board for Junior Achievement and North Texas Community Giving Foundation and on the Advisory Board for the Dallas Sport Commission and the North Texas Food Bank.

Danyel is a graduate of the University of Central Florida, obtained a MBA from Florida International University and is a graduate of Wharton School of Business Marketing Leadership Program. She has been featured in several national business publications, served as key note for several entrepreneur and leadership programs and is the recipient of the Black Women Owned Grant from Visa and IFund Women and has received national attention from her TEDx, The Black Elephant In The Room, focusing on diversity and inclusion. She currently resides in Frisco, Texas with the joys of her life, husband Darnell Jones and their daughter Hartley Rose and son Harper Jaz.