

## Bio of Dan Grech of BizHack Academy

I am a small-business owner who serves small businesses. I am the son of an immigrant from Spain, where I am a dual citizen. I'm trilingual in English, Spanish, and Portuguese. Seventy percent of the businesses that BizHack Academy serves are women-owned, and 87 percent are run by people of color. I offer training programs in English, Spanish, and Haitian Creole. The training programs we offer cover all aspects of marketing, with an emphasis on three areas:

1. **Lead Generation:** To help businesses find their ideal customers online so they can sell more.
2. **Thought Leadership:** To position business owners as influencers in their industry to build trust and speed up the sales process.
3. **AI Tools for Marketing and Sales:** To help marketers do more, better, faster while spending less.

While individual businesses pay BizHack directly for courses and coaching, our primary clients are business support organizations (BSOs) — nonprofits, governments, and educational institutions whose primary mission is to serve small businesses. These BSOs pay for BizHack's training, and they offer that training for free to their constituents as part of their commitment to provide technical assistance and development services.

My background is as a Pulitzer Prize-winning former NPR and PBS journalist turned entrepreneur and educator. I am the grandson of a Philadelphia public school science teacher and of a professional soccer coach from La Liga in Spain, and I carry forward a family legacy of teaching, coaching, and entrepreneurship.

I train business owners in two trademarked approaches to marketing: the Lead Building System LBS™, a proven process for online lead generation; and the Thought Leadership Pyramid TLP™, a systematic approach to content marketing. I've personally consulted with more than 1,000 companies, ranging from startups to Fortune 500 companies such as Royal Caribbean, Ryder, and NBCUniversal. I'm a member of the South Florida chapter of the Entrepreneurs' Organization, an alumnus of Miami Cohort 18 of the Goldman Sachs 10,000 Small Businesses Program, and a graduate of the Small Giants Leadership

Academy. I was selected to be part of the 2024 class of the Jim Moran Institute for Global Entrepreneurship's Small Business Executive Program.

During my 15-year career as an award-winning journalist, I served as a correspondent for public radio's "Marketplace" and PBS's "Nightly Business Report;" news director of Miami's NPR station; and a reporter for *The Washington Post*, *The Boston Globe* and the *Miami Herald*. While at the *Miami Herald*, I was part of the team that won the 2000 Pulitzer Prize for staff coverage of the Elián González INS raid. I co-hosted one of the nation's first podcasts, "Under the Sun," which told the stories of South Florida.

I try to give back to the entrepreneurial and journalism communities that have given me so much. I have trained and mentored business owners at Babson College's WIN Lab, Nova Southeastern's Alan B. Levan Center of Innovation, and the Innovation Hub at Broward College. And I have taught courses in journalism at Princeton University, Columbia University, and the University of Miami.

I am a graduate of Princeton University, where I studied public policy with a minor in Spanish. I have an MFA in nonfiction storytelling from Florida International University. I have a masters in Spanish-language journalism from Universidad Torcuato di Tella and La Nación in Argentina. I was a Fulbright scholar in Buenos Aires, Argentina, studying the impact of the 2002 economic crisis on media organizations. I live in Surfside, FL, with my wife, Gretchen Beesing, who for 10 years served as CEO of the nonprofit Catalyst Miami. We have two children, Iris and Henry. Fun fact: My wife and I performed for more than a decade in the Miami improv comedy troupe Chasing Tales. (She was funnier.)