

# Daniel Snyder

6490 Patuxent Vista Dr  
Alexandria, VA 22312  
(H) 703-941-6771 (C) 301-367-6179  
dsnyder@steel.org

---

**EDUCATION:**      **Johns Hopkins University**  
Master of Business Administration – Graduated Summer 2002  
Concentration in Strategic Marketing

- Overall GPA - **3.85/4.00**

**The Pennsylvania State University**  
Bachelor of Science in Education – Graduated Spring 1998  
Specialized in math and science education

- Overall GPA - **3.65/4.00** Major GPA – **3.77/4.00**

**WORK HISTORY:**    **American Iron and Steel Institute (AISI)** *June 1998 - present*  
Manager of Business Development

- Managed the marketing and business development, for the construction division, accounting for over 5 million tons of annual steel use.
- Directed a \$500,000 marketing campaign, to create awareness of steel utility poles, which tripled the market share over a three-year period.
- Managed the restructuring of the AISI Web site to increase viewer hits by over 200% in a 12-month span.
- Developed partnerships with the U.S. Department of Agriculture, American Society of Civil Engineers, and the International Bridge Council to promote the use of steel.
- Created, promoted, and presented at over 50 technical seminars to educate participants on steel design.
- Authored several articles that were published in national publications such as Electrical Contracting & Engineering News and Electric Energy T&D.
- Directed media relations to promote the use of steel to government officials, senior executives, educators, and other target audience members.
- Managed four committees consisting of executives from billion dollar companies such as Nucor Steel, Valmont Industries, United States Steel, and IPSCO.

**Penn State Executive Programs** *September 1995- May 1998*  
Logistics Assistant

- Coordinated the short-term logistics for over 55 executive programs for national companies such as AT&T, ARAMARK, Eastman Kodak, and Daimler-Benz N.A.
- Trained and provided orientation to new staff members entering the executive training logistics division.
- Conducted research on national and international companies for the development of customized management programs.

**Huntingdon County School District** *October 1997 - May 1998*  
Student Teacher

- Instructed 26 students at the Southside Public School located in central Pennsylvania.
- Designed and successfully integrated innovative lesson plans that placed students in real-world environments to promote problem solving skills.
- Developed and produced a specialized curriculum for operating an experimental laptop computer designed for children (Macintosh eMate 300).

**ADDITIONAL ACTIVITIES:**      **Penn State Baseball Club**  
President and Founder

- Founder of the first baseball club in the history of the university.
- Established a select traveling team consisting of division I and II caliber players.
- Currently over 1000 students have participated in the club and a national baseball club league has been established consisting of teams from over 70 division I, II, and III colleges.

**EXTRA-CURRICULAR ACTIVITIES:**      Johns Hopkins University MBA Association (Membership Coordinator)  
Daybreak community service organization  
The Pennsylvania State University Golden Key scholars program  
Big Brother Big Sisters of St. Vincent DePaul

For more comprehensive resume information, please see my Web site at [www.angelfire.com/alt/dansnyder/](http://www.angelfire.com/alt/dansnyder/)