

# Daniel Knapp

CHIEF EXECUTIVE OFFICER

## BIOGRAPHY

Accountability, integrity, business savvy and precise attention to detail give Daniel Knapp the edge in leading this agency to greatness. As co-founder of LFI, Daniel harnesses his previous experiences in Fortune 500 finance to make sure everything adds up to impressive work and incredible results.

In Daniel's world, *mediocrity* is a four-letter word. His continual drive for success sets the goals for our teams to target and obliterate. His bag is delivering results-driven planning, execution, and analysis to help CMOs and marketing directors all over the world build unforgettable consumer experiences.

As the leader of our agency, Daniel orchestrates our performance and strategy development so that we never skip a beat. As the lead account strategist, he guides the direction of our client services and client development methodologies to ensure that our clients are never dissatisfied. And, as the king of morale, he constantly delights us with awesome perks, whether hosting a company party or presenting his teams with a glass of wine after a hard day's work.

Obsessed with quality and excellence, Daniel is Six Sigma-certified and an Ernst & Young Entrepreneur of the Year Finalist. He's also received the Inc.credible Award for Business Achievement and has since performed as a judge for this competition. Daniel has also applied his business sense as a judge for the GLI High Impact Project Awards given to organizations across a wide spectrum of industries for reaching high benchmarks for business achievement.

In short, Daniel is no stranger to success. He lives it, breathes it, and makes it his #1 priority of every single day.



## CONTACT DAN

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## FUN FACTS

### **Favorite Part of Your Job**

Feeling that I get to make a difference—for our clients, our team, and our agency.

### **Best Live Performance**

KA (by Cirque du Soleil)

### **Favorite Sport**

Outhouse Racing (It's a Michigan thing.)

### **Cool Fact**

I attended a one-room elementary school through the 8th grade.