

Dan Noyes

Personal Information

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Profile

Strategic leader with 25+ years of experience in digital innovation, now pivoting into the intersection of AI and healthcare transformation. Proven success driving multi-million-dollar growth for Fortune 1000 companies through data-informed strategies, marketing automation, and emerging technologies. Passionate about applying AI to solve real-world problems, particularly in patient experience, healthcare delivery, and digital care tools. Lifelong learner with extensive certifications in AI, Data Science, and Digital Transformation.

EDUCATION & CERTIFICATIONS

- Journalism & Public Relations | B.S. | University of Maryland
- AI in Healthcare | Stanford University
- AI for Business Specialization | The Wharton School
- AI For Business | The Wharton School
- Customer Analytics | The Wharton School
- Removing Barriers to Change | The Wharton School
- Digital Transformation Using AI/ML | Google Cloud
- Generative AI Fundamentals | Google Cloud
- AI Essentials | Google Cloud
- Prompting | Google Cloud
- Generative AI for Healthcare | Google Cloud
- Introduction to Vertex AI Studio | Google Cloud
- Introduction to Generative AI | Google

- Google Data Analytics
- Google Advanced Data Analytics
- AI for Executives | IBM
- Generative AI Engineering | IBM
- Generative AI for Executive and Business Leaders | IBM
- Data Science Foundations (in progress) | Johns Hopkins University
- Practical Machine Learning | Johns Hopkins University
- The Neurobiology of the Brain | University of Chicago

CORE SKILLS

- **AI & DATA ANALYTICS**
 - Generative AI
 - Prompt Engineering
 - Google Cloud AI
 - Data Storytelling
 - Healthcare Use Cases
 - Machine Learning
 - Data Analysis
 - Vertex AI Studio
 - ChatGPT
 - Gemini AI Studio
- **MARKETING & STRATEGY**
 - Marketing Automation
 - Brand Development
 - Funnel Optimization
 - Multichannel Campaigns
- **LEADERSHIP**
 - Cross-Functional Team Leadership
 - Executive Communication
 - Stakeholder Engagement

- Client-Centered Innovation

TECHNOLOGY TOOLS

- Vertex AI
- Google Cloud
- ChatGPT
- Gemini AI Studio
- Google Analytics
- SEMrush
- Ahrefs
- Canva

PROFESSIONAL EXPERIENCE

President | Zephoria Inc. | SARASOTA, FL | 2001-2024

- Delivered \$250M+ in new client revenue through integrated digital strategies.
- Developed and led in-house AI-curious teams for Fortune 1000 clients.
- Spearheaded SEO and paid campaigns for healthcare clients, increasing traffic and awareness by 40%.
- Designed dashboards (Google Analytics, HubSpot, Tableau) to align digital insights with KPIs.
- Launched 12+ brands across healthcare, higher ed, and travel sectors.

Director of Strategic Alliances | LogicalSolutions.net | ROCHESTER, NY | 2000-2001

- Formed digital partnerships generating \$2.5M in new revenue.
- Led SEO-first engagements focused on healthcare and nonprofit sectors.

Vice President of Marketing | eBridge2000/ Contemporary

Technologies | WASHINGTON, DC | 1998-2000

- Directed early digital transformation strategies.
- Website recognized by Adobe and USA Today for design excellence.

Director of Sales & Marketing | MKP Interactive | COLUMBIA, SC | 1995-1998

- Implemented e-commerce solutions to expand customer acquisition and sales growth.

Sales & Marketing | Corporate Press | WASHINGTON, DC | 1990-1995

- Developed print-to-digital marketing solutions and viral campaigns.

Public Relations | NAACOG | WASHINGTON, DC | 1987-1990

- Led national PR campaigns and press coordination for a leading healthcare association.

PROJECT HIGHLIGHTS

- **Emma: AI Support Agent for Chronic Care Patients:** Developed a GPT-powered support agent based on Mayo Clinic PRC methodology.
- **Healthcare AI Integration (Personal Case Study):** Used AI tools to synthesize symptoms and support collaboration with Mayo Clinic providers.