

## Senior Executive | Sales, Marketing & Business Development

Growth-oriented executive with 30+ years of experience driving global business growth, commercializing emerging technologies, and building strategic partnerships across enterprise, government, and consumer markets. Proven success developing go-to-market strategies, expanding domestic and international markets, strengthening brand presence, and leading new product introductions. Recognized for translating innovative technologies into measurable business results through strategic vision, executive relationships, and disciplined execution.

### Areas of Expertise

<ul style="list-style-type: none"><li>• Sales and Marketing Leadership</li><li>• Strategic Business Development</li><li>• Brand Strategy &amp; Positioning</li><li>• Executive Presentations</li><li>• Customer Engagement</li></ul>	<ul style="list-style-type: none"><li>• Go-to-Market Strategy</li><li>• Strategic Partnerships</li><li>• U.S. Market Entry</li><li>• Public Relations</li><li>• Digital &amp; Social Marketing</li></ul>	<ul style="list-style-type: none"><li>• Global Market Expansion</li><li>• Product Commercialization</li><li>• Emerging Technologies (XR/AR/AI)</li><li>• Investor Relations</li><li>• Negotiation</li></ul>
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### Accomplishments

- Helped pioneer one of the world's first Android-based AR smart glasses, with the underlying technology later acquired by Google.
- Built strategic partnerships across North America, Europe, and Asia that accelerated market expansion and product adoption.
- Recognized industry thought leader, speaking at MIT Reality Hack, AWE, and as a guest lecturer in the University of Dallas MBA Entrepreneurship Program.
- Advised emerging technology companies on branding, U.S. market entry, commercialization, and investor engagement.

### Career Experience

**CEO/Founder**, Shiloh Strategic Marketing, Barrington, NH

**2017 - Present**

Strategic advisor to emerging technology companies, helping founders and executive teams accelerate growth through go-to-market strategy, branding, business development, strategic partnerships, and U.S. market expansion. Serves as the U.S. representative for international organizations, leading customer engagement, industry relations, conference strategy, and executive outreach. Advises companies on product commercialization, investor engagement, and market positioning, leveraging more than 30 years of experience in sales, marketing, and emerging technologies, including XR, AI, mobile, and spatial computing, to drive business growth across enterprise, government, and commercial markets.

**Vice President, Sales and Field Marketing**, SiOnyx LLC, Beverly, MA**2017 - 2020**

Recruited to commercialize SiOnyx's advanced low-light imaging technology by creating new consumer and enterprise markets for its night vision sensors and AR-ready cameras. Built and led the sales and marketing organization, established strategic channel partnerships, developed the company's consumer brand, and drove market adoption across outdoor recreation, public safety, defense, and international markets.

- Led a record-breaking Kickstarter campaign that achieved its funding goal in just **3.5 hours**, generating significant global awareness and validating market demand.
- Helped secure a **\$20 million U.S. Army contract**, leveraging the visibility and commercial success generated by the Kickstarter launch.
- Grew the company's social media community from **0 to more than 10,000 followers** within six months, significantly increasing brand awareness and customer engagement.
- Delivered **300% annual revenue growth** by identifying and developing an entirely new consumer sales channel for the company's technology.
- Earned multiple industry awards recognizing product innovation at leading outdoor recreation and marine trade shows.
- Expanded the company's presence in public safety, first responder, defense, and international markets through strategic partnerships and targeted business development initiatives.

**Chief Marketing Officer**, eMagin Corporation, Hopewell Junction, New York**2015–2017**

Recruited to establish and lead the company's commercial augmented reality and wearable imaging products division. Directed product strategy, branding, marketing, software development, and go-to-market execution, transforming advanced military imaging technology into award-winning consumer and public safety products. Collaborated with executive leadership to build the organization, accelerate product commercialization, and expand into new market segments.

- Managed a **\$1.5 million product development budget**, delivering three commercial products from concept to production within the first year.
- Led cross-functional development of companion **iOS and Android** mobile applications supporting the product portfolio.
- Established the company's consumer brand and significantly expanded digital and social media engagement, growing a highly active online community.
- Positioned the company as an emerging leader in wearable imaging and augmented reality through industry speaking engagements, media outreach, and thought leadership.
- Developed strategic partnerships that expanded market adoption, including national television product placement on **Expeditions Unknown**.
- Earned the prestigious **CES Innovation Award** for product innovation, helping elevate the company's visibility in consumer and commercial markets.

**Vice President, Sales and Business Development**, Vuzix Corporation, Rochester, New York**2013 - 2015**

Recruited to accelerate global adoption of Vuzix Smart Glasses and waveguide technology by leading strategic business development, enterprise partnerships, and worldwide market expansion. Developed an ecosystem of

technology, software, and channel partners that positioned Vuzix as a leading enterprise wearable computing platform while increasing visibility with customers, developers, investors, and industry analysts.

- Established strategic alliances with industry leaders including **SAP, Salesforce, DHL, and AT&T** to accelerate enterprise adoption of smart glasses.
- Negotiated an exclusive co-branding agreement with **Lenovo**, expanding Vuzix's presence throughout the Chinese market.
- Helped elevate the company's market visibility and investor confidence through strategic branding, business development, and market positioning efforts that supported **Intel's \$24 million strategic investment** and contributed to the company's subsequent uplisting to **NASDAQ: VUZI**.
- Built strategic ISV and application partnerships that strengthened the Vuzix platform and expanded industry-specific solutions across multiple vertical markets.
- Led executive presentations, analyst briefings, investor events, and global speaking engagements that established Vuzix as a recognized leader in enterprise wearable computing and augmented reality.

**Vice President, Sales and Marketing**, ViewLink/MYVU Corporation, Republic of Singapore **2006 - 2012**

Recruited to lead global sales, marketing, and business development for MYVU's wearable display business and later spearheaded the creation of the ViewLink Smart Glasses division. Helped pioneer the development and commercialization of one of the world's first Android-based smart glasses, with intellectual property later acquired by **Google** for **Google Glass** following **Foxconn's** acquisition of the company's assets. Led worldwide sales and marketing initiatives across North America, Europe, and Asia while building strategic partnerships, expanding global distribution, and serving as the company's public spokesperson.

- Transformed MYVU into a leading consumer wearable technology brand within 18 months through a comprehensive rebranding and global go-to-market strategy.
- Drove **400% sales growth** by launching innovative wearable products and securing strategic partnerships with **Virgin Atlantic, Best Buy**, and other global distribution partners.
- Expanded worldwide distribution through major retailers and wireless carriers, including **Best Buy, Walmart, Amazon, AT&T, and Sprint Corporation**.
- Led market research and commercialization efforts that helped define the emerging smart glasses category and contributed to the successful launch of one of the industry's first Android-based wearable computing platforms.
- Built industry recognition through executive presentations, media interviews, and keynote speaking engagements, establishing the company as an early leader in wearable technology and augmented reality.
- Secured high-profile promotional partnerships with **Warner Bros.** supporting major theatrical releases, further elevating consumer awareness of the MYVU brand.

**Vice President, Sales and Marketing**, Aura Communications Technology, Inc., Wilmington, MA **2000 – 2006**

Led global sales, marketing, and business development for an emerging wireless technology company pioneering Near Field Magnetic Induction (NFMI) solutions for wearable and mobile devices. Worked closely with leading consumer electronics manufacturers, mobile handset companies, and Asian ODM/OEM partners to drive adoption of next-generation wireless technology across consumer, industrial, and mobile markets, helping position the company as an early innovator in wearable communications.

- Established strategic partnerships with global mobile device manufacturers including Motorola and Jabra, as well as other consumer electronics companies, securing design wins for next-generation wireless products.
- Helped transition the company from an early-stage startup to a sustainable revenue-generating business through global market expansion and strategic business development.

Dan Cui

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- Leveraged strategic relationships with investors, including **Motorola**, to strengthen the company's market position and accelerate commercial adoption of its technology.
- Expanded the company's presence through regional, national, and international distribution channels while building relationships with leading OEMs, ODMs, retailers, and technology partners across North America, Europe, and Asia.

**Guest Lecturer**, The University of Dallas

**2017 – Present**

Present entrepreneurial and guerilla sales and marketing strategies and tactics to MBA student candidates.

**Mentor**, XR Guild

**2025 – Present**

Mentor emerging AR/XR startups through the XR Guild, providing guidance on go-to-market strategy, business development, product positioning, and investor readiness during the annual AWE conference.

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## Education

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### **Bachelor of General Studies, Management**

University System of New Hampshire, Durham, New Hampshire

### **Associate of Science, Avionic Electronics**

United States Air Force Community College and University of New Hampshire

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## Licenses

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FCC General Radiotelephone with Radar Endorsement

Amateur Radio Operator

Private Pilot