

VISION CHASER



DANYEL SURRENCY JONES



Don't be so attached to one vision that you can't see what's next. Your next could be the sole reason the vision was created.

Danyel Surrency Jones is a proclaimed “Vision Chaser”, creative strategist and philanthropist, with nearly two decades of executive leadership and sales & marketing experience. She is the Co-Founder and Chief Executive Officer of POWERHANDZ Inc., a global designer of innovative products that focuses on human performance, injury recovery and injury prevention in Athletic Training and Rehabilitation markets. In 4 years, its core athletic training products have been sold to consumers in >81 countries, established a digital footprint with millions of youth and professional athletes, skills trainers and professional sports organizations. These milestones have captured the attention of major media outlets like CNBC, Sports Illustrated and Bloomberg Business; positioning POWERHANDZ has one of the most innovative companies in multiple sports verticals, healthcare and technology.

Prior to entrepreneurship, Danyel’s professional journey for the past 15 years, included several executive leadership roles in sales and marketing, national accounts, training & development and integrated marketing communications for Philips Medical Systems and Medtronic Surgical Technologies; two multi billion dollar healthcare companies. Danyel’s corporate career exposed her to several cross-functional areas, therefore broadening her knowledge base on how to create a sustainable business model.

As CEO of POWERHANDZ, Danyel oversees the strategic execution of all business objectives and US & global sales & marketing strategies. Her diligence, strategic business skills and pursuit for excellence has helped POWERHANDZ create a sustainable business model, expanded its vision into emerging markets, launched creative sales & marketing strategies and achieved globalization. She has the unique ability to develop strategies and best in class execution plans. In addition to her role as CEO, she is also the President of Powerhandz’s non-profit entity, The Power To Give Foundation (501c3). Its mission is to provide athletic and academic programs to youth in underserved communities. A portion of every product every product purchased with POWERHANDZ is donated to fulfilling its mission

Danyel is a graduate of the University of Central Florida, obtained a MBA from Florida International University and is a graduate of Wharton School of Business Marketing Leadership Program. She has been featured in several national business publications and served on entrepreneur and leadership panels. Most recently, Danyel was recognized as a Finalist in Ernst & Young’s Entrepreneur Of The Year Award and nominated for its Winning Women program. She currently resides in Dallas, Texas with the joys of her life, her husband and business partner Darnell Jones and their daughter Hartley Rose and son Harper Jaz.