

Cindy Daniel



Cindy Daniel graduated from the College of William and Mary in Virginia with a degree in Business Management. Cindy spent twelve successful years as a national Account Manager and Agency owner for Xerox Corporation in Baltimore, Dallas, Grand Rapids, and Muskegon. She served as the Marketing Director for Muskegon Catholic Schools for four years where she managed marketing campaigns, implemented the new school website, and managed the enrollment process. She joined NSBT in 2001 where she continues to teach a variety of sales, leadership, and customer service courses to many area businesses. She served on the school board at Muskegon Catholic Schools and is an active member of St Francis de Sales parish. Cindy, her husband, Russ, and their three children have lived in Muskegon for the last 20 years.

Cindy Daniel specializes in the following training programs:

Managing Change
Sales/Selling
Customer Service
Leadership
Organizational Communications
Managing Multiple Generations
Team Building
Professionalism
Managing Accountability

These are a few of the companies that have benefited from Cindy's expertise:

ADAC Plastics
MOKA
X-Rite
Spectrum Health
Automatic Spring
Warner Norcross

Community Shores Bank
Grand Valley State University
Johnson Controls
Webb Chemical
Mercy Health
Alpena Alcona Area Credit Union