

dansalva

BIO

Dan Salva is an author and builder of brands with experience that stretches over three decades and covers architecting and executing purpose-driven brand experiences for regional, national, and international organizations.

He shares what he has learned over my time in the book *Big Audacious Meaning - Unleashing Your Purpose-Driven Story*. It examines how organizations can revolutionize their success by embracing one of today's most exciting strategic opportunities - unleashing a purpose-driven brand story to amplify the impact they can have on lives, communities, and even the world.

Dan received dual degrees from the University of Missouri-Columbia. and, over the years, co-founded three companies, including Will & Grail - a brand innovation firm. Today he helps organizations clarify their Big Audacious Meaning and then bring it into their story to transform their success.

Dan lives just outside of Kansas City in the burgeoning epicenter of purpose-driven brand thinking - Sugar Creek, Missouri. He has been married to his wife Amy longer than he would've have guessed she would have stuck around. He has three sons - Mitch, Jack, and Andy - who promise not to make fun of their dear old dad but, evidently, are pretty lousy at keeping promises. Other than that, they are generally regarded as being awesome.

