



JONI DANIELS



As the founder and Principal of Daniels & Associates in 1989, Joni Daniels has distinguished herself as a consultant, trainer, presenter, and entrepreneur by providing practical solutions to clients' needs through interactive, experiential, hands-on programs. Well known for presentations related to professional development, she has successfully addressed a wide variety of audiences at national conventions, management retreats, and regional conferences for clients such as Marriott International, the Federal Reserve Board, W.R. Grace, Unisys Corporation, The Baltimore City State's Attorney Office, The Wharton School, National Management Association, Meeting Professionals International, Fidelity Guaranty & Life, United Way, and American Red Cross. Joni's talents lie in planning

high-energy, realistic, enjoyable programs, presentations, and work sessions that incorporate the objectives of the client and create solutions to problems. Her programs provide practical, tactical and actionable tools for results: strategies and skill development for leadership, teamwork, change management, conflict resolution, networking, and communication.

With an extensive background assisting clients in the profit, non-profit, private and public sectors, her expertise includes a wide scope of management and interpersonal topics. Before starting her consulting practice, Joni served as Senior Organizational Consultant and trainer for Independence Bancorp Inc., and held management positions with Kulicke and Soffa Industries, Inc., Cigna Corporation and Sun Company. She has developed and instructed programs at Wharton Small Business Development Center at the University of Pennsylvania, Temple University, Towson University School of Business and Economics, and Loyola University Maryland Sellinger School of Business Executive MBA program. In addition, she has volunteered as a presenter, writer and staff trainer for the Alzheimer's Association (Delaware Valley Chapter) and served on its Executive Committee for Communications and Marketing. Joni serves on the Baltimore School for the Arts Board of Overseers, and is on the Executive Committee and Chairs the Personnel Committee. She also served on the Executive Board of the Fuel Fund of Maryland for six years.

A regular contributor for the *Baltimore Business Journal* and CityBizlist.com's 'Management Matters' column since 2006, Joni appeared monthly on ABC2NEWS Good Morning Maryland @9 in the Back2Work segment for two years. She has served as a resource for a variety of business publications including the *Philadelphia Inquirer*, *Entrepreneur Magazine*, *Family Circle Magazine*, *The NY Times*, *The CEO Refresher*, *GLAMOUR Magazine*, *NY Daily News*, and the *Wall Street Journal*. Joni appeared on *Sunday Live* (ABC/WPVI), *It's Your Call* (CN8), *KYW Newsradio*, and *Channel 10 News at 10* (NBC/KYW). In addition, Joni has contributed several articles to *Executive Update*, *Employment Relations Today*, *US Industry Today*, *The Management Advantage*, and *Workforce Online* and is frequently quoted on management topics in a variety of other publications. Her book *Power Tools for Women:® Plugging into the Essential Skills for Work and Life*, published by Three Rivers Press, a division of Random House Crown Publishing Group, was published in February 2002, and is in its third printing.

Joni received a M.S. degree in Counseling and B.A. degree in English. In addition, she holds a certificate in Organizational Development from the Philadelphia OD Network. Professional affiliations include 15 years as a member of the National Speakers Association, the Association for Talent Development, and the Organizational Development Network.