

President of Cross Rent AV Dennis C. McDaniels' Biography:

As President of Cross Rent AV, Dennis C. McDaniels understands every role within the company, including the importance of exceptional service and proper equipment.

Proficient in money management, leadership skills, and knowledge about audio-visual equipment, McDaniels has 30 years of industry experience. He has worked with four U.S. Presidents and their staff, along with many Fortune 500 companies. No matter who you are, McDaniels ensures that you will receive the best audio-visual equipment and client interaction.

McDaniels began his career in the late 80s as a multi-image creator and later worked as the Director of Event Technologies (DET) for multiple established hotels, including Hyatt Regency. His responsibilities included managing his staff and providing guests with the correct audio-visual equipment. He also understands the needs of on-site producers and technicians and goes above and beyond for them.

While serving as VP of Regional Operations at PSAV, McDaniels was the key contact for 40 hotels and their DETs. McDaniels managed contract issues, trained PSAV on-site staff, and was a part of the CAPX process. His region included seven states and generated almost \$100 million in annual company revenue.

In addition, he served as the Director of Procurement for two of the largest Hospitality AV companies in the U.S. Not only did McDaniels lead a procurement team and manage purchases for audio-visual offices, working with a budget of \$32 million, but he assisted hotel directors with choosing the right technology as well. McDaniels pays attention to every detail, all the way down to the last power cord.

His skills also extend beyond the office. He spends his free time volunteering with youth athletics, like the Boy Scouts of America. Plus, he's a private pilot and an avid motorcyclist.

Dennis McDaniels' dedication and experience has made him into the excellent President of Cross Rent AV he is today.