MEET DAN CRICKS

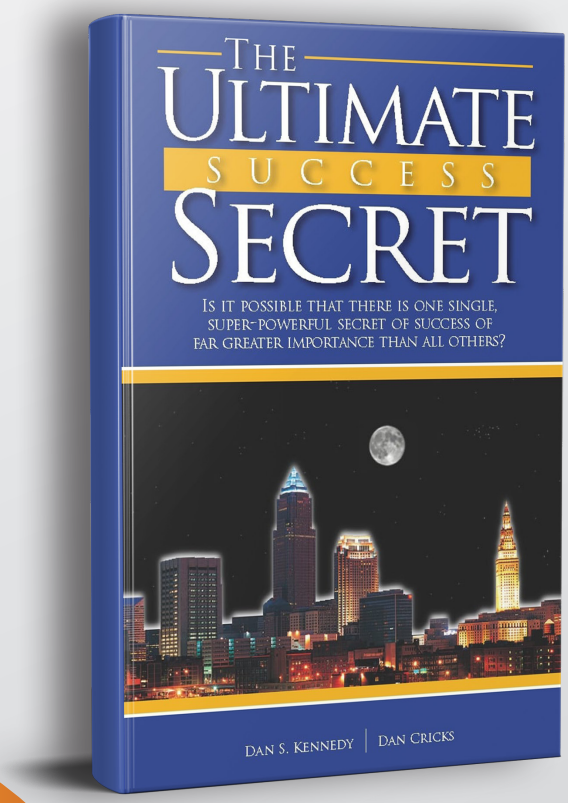
REMBRANDT'S DIRECTOR OF RESULTS



Dan Cricks earned the title **"The Been There, Done That Marketing Guru"** not by branding himself that way, but because of the real-world results he consistently delivered clients. It wasn't the label he chose; it was the one he earned. Long before anyone called him that, he proved it by building something real, doing the work, and producing measurable outcomes.

Dan's entrepreneurial roots were planted early, by necessity. At just eight years old, he was selling peanuts and candy in office buildings and factories in Cleveland, Ohio to help support his family. Soon after, he became a newspaper boy and quickly built the top-performing delivery routes in Cleveland. Those early years weren't glamorous, but they laid the foundation for his relentless work ethic, strategic thinking, and zero-excuses attitude, traits that have defined his work with clients for more than forty years.

After high school, Dan took a detour into the industrial world, working at Ford's Cleveland Engine Assembly Plant. It wasn't long before his process improvements caught the eye of management, propelling him up the corporate ladder. But even with that success, the entrepreneurial fire still burned. He walked away from Ford and bought his first of two local Sunoco auto stations. That's when he discovered where the real opportunity was hiding, not in pumping gas, but in repairing cars. It may have been the first Rembrandt he ever uncovered, and it changed everything.



The challenge? Most auto repair shops were struggling, with no clear path or proven model for success. So, Dan did what he's always done, he solved the problem himself. He uncovered the formula for turning a floundering, price-driven repair shop into a thriving, high-margin business. His dramatic turnaround caught more than just the eye of local competitors, it ignited demand from shop owners across the country, all wanting to know how he did it. That wave of interest became the foundation for a nationwide coaching program, not only from independent auto repair shops, but to small businesses in many industries.

With his own shops systematized and thriving, Dan began coaching others. His blunt, honest approach and proven tactics have helped hundreds and hundreds of businesses scale up and regain control of their futures. In addition to auto repair shops, Dan has successfully worked with clients in more than 73 industries, everything from law firms and restaurants to chiropractors and retailers. His core principle remains that *"Marketing fundamentals work, no matter the category."*

Beyond his client work, Dan has earned national recognition. He appeared on a nationally syndicated show hosted by Super Bowl champion Joe Theismann, where he shared insights on "Main Street Miracles – The Hidden Power of Small Business." He also coauthored **The Ultimate Success Secret** alongside legendary marketing expert Dan Kennedy.

Dan brings a well-rounded, real-world perspective to the Rembrandt Squad, combining hands-on success in brick-and-mortar businesses with a proven history of coaching entrepreneurs across a wide swath of industries to achieve measurable growth and profitability. His decades of battle-tested experience and proven results make him the ideal guide for onboarding new Business Transformation RESULTants. As their first point of contact, he equips each new partner with the clarity, confidence, and proven tools to get launched fast, and to start uncovering the hidden Rembrandts inside the businesses they will serve.

