

DAN OLTERSDDORF

Executive Builder | Growth, Transformation, People & Experience

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EXECUTIVE SUMMARY

I'm an executive builder who sees what an organization can become, brings people around that possibility, and builds the teams, systems and experiences that make it real. I built Centricity into a profitable business in two and a half years, before both parent companies were acquired. I bring 25 years in customer experience, people operations, and community building. I want to go build.

EXECUTIVE HIGHLIGHTS

- Built Centricity into a profitable business within two years of launch, sustained it through to the sale of both parent companies, and grew the sales pipeline 10x in five months while delivering about \$1.2M in client savings.
- 25+ years of progressive executive leadership culminating in President, Chief People Officer, Chief Learning Officer, and Senior Vice President roles. Built multiple enterprise functions from inception, including Learning & Development, Employee Experience, and People & Culture.
- Built a resident experience and student success platform that reached 250,000+ residents and was later implemented in an international consulting engagement, and increased resident and staff retention through service and engagement frameworks and strategy.
- Trusted executive advisor to boards and senior leadership teams during organizational transformation, strategic planning, and M&A integration.
- Led organizations through periods of significant growth, executive succession, organizational redesign, and cultural transformation.

CORE COMPETENCIES

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| • Organizational Design & Scaling | • Employee & Customer Experience Design | • Talent Development & Team Leadership |
| • Stakeholder & Board Relations | • Vision & Strategic Planning | • P&L Ownership & Business Operations |
| • EOS Business Strategy Implementation | • Business Development & Revenue Growth | • M&A Integration & Strategic Transition |

PROFESSIONAL EXPERIENCE

Yugo USA | Sep 2026 – Present

Executive Strategic Advisor

- Supporting knowledge transfer and the transition following Centricity's wind-down.

Centricity | Denver, CO & Austin, TX | Feb 2024 – Sep 2026

President

Recruited as founding President to build Centricity from concept into a standalone, profitable operating platform:

- Led the team that launched Centricity, a shared-services joint venture delivering institutional-grade accounting, HR, insurance, and ancillary-revenue services to real estate operators, and built its legal framework, org structure, commercial model, and go-to-market strategy from concept through market launch.
- Grew Centricity to a 51-person team across the U.S. and India, including a 35-person offshore team, supporting real estate operators across 100+ apartment communities, reaching profitability within two years of launch and sustaining it, with no client leaving by choice while the company operated.
- Built a client-first service model focused on customer and employee experience, pairing proactive account management with a strong internal culture. Designed and launched ancillary-revenue programs, including shared and layered property insurance, a captive damage-waiver program, and rent credit reporting.
- Implemented EOS as the company's management framework, building the management rhythms to run an organization processing roughly 30,000 journal entries, 40,000 AP transactions, and 1,770 payroll runs a year. The sales pipeline grew 10x in five months, from \$400K to \$4M.
- Delivered about \$1.2M in client savings, including a 25% reduction in health insurance costs (roughly \$700K in aggregate) and a 25% reduction in property accounting costs (roughly \$500K), plus a 57% reduction in property insurance costs through strategic realignment.
- Administered \$41M+ in annual payroll and related expense for client companies ranging from 5 to 400 employees across multiple states, including about 2,500 hires in two and a half years.
- Led leadership succession through a critical departure with zero service disruption, promoting internal talent into expanded roles while preserving full client continuity.

- Led the strategic review and orderly wind-down of Centricity after both parent companies were acquired. Built the board-level recommendation covering financial, legal, and workforce considerations, supported every client's move to new HR and accounting providers, delivered final financials on the last day, and connected employees with recruiters and new roles.

Campus Advantage | Denver, CO & Austin, TX | 2003-2024

Chief People Officer | May 2021 - Feb 2024

- Created the organization's first integrated People & Culture function, aligning Human Resources, Learning & Development, and Employee Experience under a unified strategy that strengthened organizational effectiveness and employee engagement across a national workforce.
- Built and led the employee experience function as a strategic priority, developing engagement, feedback, and recognition practices that increased staff retention and strengthened community across a distributed workforce.
- Built and scaled a DEI and belonging program, completing five leadership certifications and launching company-wide initiatives that made inclusion a lived part of the culture.
- Served as an active contributing member of the integration team during Campus Advantage's acquisition, and partnered with executive leadership on organizational design and workforce strategy through the formation of Centricity.

Chief Learning Officer & SVP | Sep 2017 - May 2021

- Established the organization's first enterprise Learning & Development function, creating leadership development, onboarding, and operational training strategies that standardized talent development across a multi-state organization.
- Designed a national onboarding and training curriculum and set up a company-wide learning management system that standardized how new hires and managers were developed across a large, distributed property portfolio.
- Led the organization's crisis response and communications through the COVID crisis.

Senior Vice President | Dec 2013 - Sep 2017

- Oversaw multi-region residence life operations, translating national strategy into on-the-ground execution across dozens of properties.
- Built and managed university partnerships across a multi-region portfolio, serving as a key relationship holder between Campus Advantage and its higher education partners.
- Led a special international consulting engagement in Vladivostok, Russia, introducing residence life programming at Far Eastern Federal University.

VP & National Director, Residence Life | Jul 2003 - Dec 2013

- Joined as the company's first employee and progressively built and led residence life operations nationally, from National Director through VP roles, as the company scaled into a platform with \$2.4B in assets under management.
- Designed and built a resident experience and student success platform grounded in best practices from student development and higher education theory, and built and launched service and engagement frameworks and strategy that increased resident and staff retention.
- Cultivated and managed relationships with university partners nationally, aligning residence life programming, training, and operations with institutional priorities and desired outcomes.

EDUCATION

2002 - MS, Higher Education, Group Training & Development, Florida State University

2000 - BS, Human Development and Family Studies, Colorado State University

PUBLICATIONS & BOARD LEADERSHIP

- Author/Co-Author: InspiRation for RAs; Inspiration for Student Leaders; The New Norm. Founder, ResidentAssistant.com (launched 1998), a leading resource for on-campus housing professionals for more than a decade.
- Founding member of leadership team, College Student Mental Wellness Advocacy Coalition (current) | Board Member, Rocky Mountain Rowing Club (2023 - Present) | Volunteer, Project Worthmore, teaching digital literacy to immigrants and refugees (2024 - Present) | Board of Directors, Kids' Compassion Project (2016 - 2021)