



Executive Summary

Daniel P. Moloney, Ph. D.
CEO, President and Co-Founder

As president and CEO, Daniel Maloney plays a crucial role in identifying developing and guiding strategic direction for Swift Knowledge, Inc. He adds over 15 years experience in research, planning, finance and technology. His business and technical experience is combined with a strong understanding of the decision support needs within public and private sector organizations. His role includes:

- Assessment of market positioning and competitive differentiation, market demand and technology opportunity, and the implementation of policy and procedures aimed at sustained excellence.
- Development of partner relationships to create solutions that provide value, drive incremental revenue and competitive advantage, and create stickiness in the market, translating and prioritizing needs based upon market opportunities and demands
- Negotiation and solidification of partner relationships including software revenue sharing, licensing and consulting services terms, as well as main contact with Company general counsel.
- Oversight of company-wide day to day operations with special emphasis on consulting and BI services; provide vision to partners of software solution and manage team to ensure successful delivery.

Dr. Moloney is an accredited entrepreneur who has published multiple award winning papers in areas (Psychology and Institutional Research) which have significantly impacted field of knowledge and research. He is a former Co-Director, Decision Support, Control Data and Director Planning, Provost for Arts, Sciences and Engineering, responsible for all institutional research driving costs, revenues and personnel across undergraduate colleges on Twin Cities Campus for University of Minnesota. His extensive background also includes being a Director, Budget & Planning, College of Liberal Arts. Responsible for College wide budget of \$70M+, all institutional research driving costs, revenues and personnel

He is a devoted family man who's passion for helping others find solutions transcended into his corporate life. At a young age he understood that different people had different needs and though needs may be similar his approach had to be as unique as the individual. Cookie cutter answers just wouldn't do. Swift Knowledge's approach to technology brings this philosophy to

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the surface. "We make informed decisions, we don't run our business on a gut feeling," said Dr. Moloney. "We take an in-depth approach to finding out our client's wants and needs and personalizing solutions for their maximum benefit."

Dr. Moloney earned his Ph.D. in Psychology with emphasis on individual differences, behavior genetics, statistics, and information processing, at the University of Minnesota in 1990.