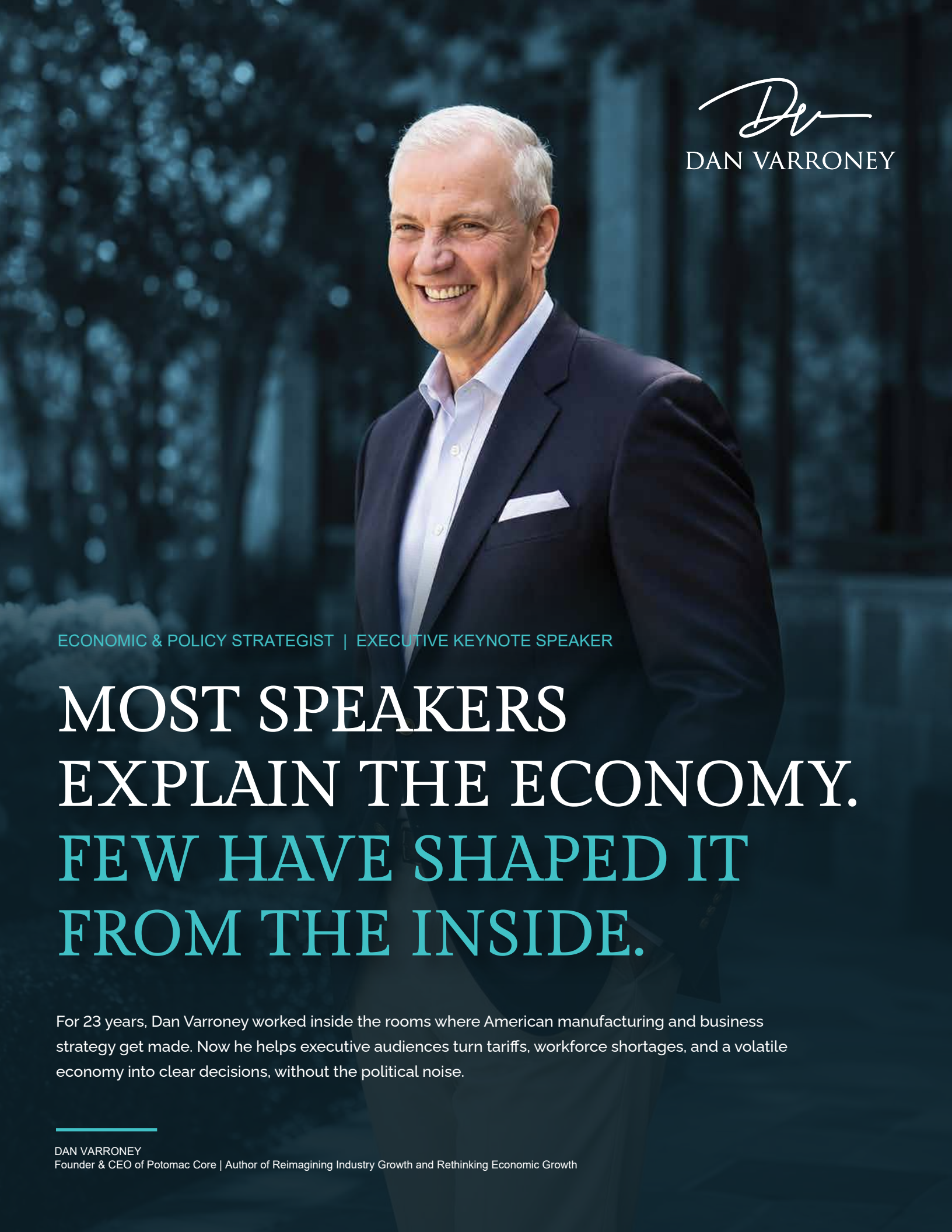


DAN VARRONEY

ECONOMIC & POLICY STRATEGIST | EXECUTIVE KEYNOTE SPEAKER

MOST SPEAKERS EXPLAIN THE ECONOMY. FEW HAVE SHAPED IT FROM THE INSIDE.

For 23 years, Dan Varroney worked inside the rooms where American manufacturing and business strategy get made. Now he helps executive audiences turn tariffs, workforce shortages, and a volatile economy into clear decisions, without the political noise.

DAN VARRONEY
Founder & CEO of Potomac Core | Author of Reimagining Industry Growth and Rethinking Economic Growth

DAN VARRONEY

EXECUTIVE PROFILE

The Insider's Read on How Industry Actually Competes

Economic and policy insight for business decisions.

Dan Varroney is an Economic & Policy Strategist, keynote speaker, economic commentator and author. His perspective draws on 23 years at the National Association of Manufacturers, where he rose to Senior Vice President. He connects public policy and economic conditions to investment, hiring and industry competitiveness.



AUTHOR • RETHINKING ECONOMIC GROWTH

Today, as Founder and CEO of Potomac Core, he advises Fortune 500 companies, trade associations, and industry coalitions on the decisions that separate the organizations that lead their markets from the ones that fall behind. For his most recent book, he drew on conversations with more than 2,000 industry leaders.

23	#1	15+	50+
Years at NAM as Senior Vice Psident	Two-times Amazon Bestselling Author	National Media Interviews per month	Association CEOs Convened

FOX BUSINESS · SiriusXM · The Lars Larson Show · MarketWatch · FORTUNE · LIVE NOW FOX · RealClear Politics · WBAP 820 AM 93.3 FM

"I've spent much of my career studying growth, leadership, and competitiveness. What I've come to appreciate most is that behind every strategy, every organization, and every industry are people trying to make good decisions in an increasingly complex world. My work is helping leaders find clarity, build confidence, and move forward. That's who I serve. That's why I do this work."

DAN VARRONEY
FOUNDER & CEO, POTOMAC CORE

Booked for clarity, not politics. Dan is deliberately objective: every audience gets the economic analysis and the practical solutions, never the political theater. Actionable solutions, not heated talking points. As ABC Tampa's Paul Lagrone puts it, he is "cool, calm, collected, and always objective. "

His work keeps returning to one question executives can no longer avoid: "What separates the organizations that thrive in this economy from the ones that quietly fall behind?" His answer, drawn from decades inside the fight: speed, alignment, and the discipline to turn strategy into execution while the ground keeps shifting.

"The defining challenge of the next decade is building organizations that thrive on disruption."

dan@potomaccore.com • (703) 878-8786

What to Do, Not Just What's Happening?

Executives are planning against assumptions that keep breaking. Tariffs rewrite supply chains overnight. The talent they need can't be found. Capital is expensive and the macro outlook flips by the quarter. The old playbooks haven't caught up.

Dan Varroney doesn't give the outlook-forecast every economist gives. He translates what's happening in the economy into what to do about it, from the rare vantage point of someone who spent 23 years inside the rooms with CEOs and senior executives where industry strategy is set. Every keynote is built on a named framework and sends the audience home with decisions they can act on, not abstractions they'll forget by lunch.

WHAT AUDIENCES LEAVE WITH

- A sharper read on the forces reshaping their specific industry
- A framework they can put to work immediately, not just notes
- A practical model for aligning strategy, leadership, and execution
- Language to lead their teams through uncertainty with confidence

"In this economy, speed with clarity beats size every time."

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Who Dan Works With

CEOS AND C-SUITE EXECUTIVES

A strategic read on the shifts redefining competitiveness, and what they now demand of leadership.

INDUSTRY AND TRADE ASSOCIATION LEADERS

How to strengthen an entire industry's position through ecosystem leadership and alignment. Dan spent 23 years at the National Association of Manufacturers and has led major trade associations himself; almost no speaker knows this world from the inside the way he does.

BOARDS AND EXECUTIVE LEADERSHIP TEAMS

Clear thinking for governing and leading through disruption, instead of just reacting to it.

PRIVATE EQUITY AND INVESTMENT LEADERS

The macroeconomic and strategic forces that decide where long-term value actually gets created.

IDEAL EVENT FORMATS

- CEO Summits
- Leadership Conferences
- Executive Retreats
- Board Meetings
- Economic Outlook Events
- Industry Strategy Forums
- Industry Event Producers
- Annual Leadership Meetings

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Three Conversations Executive Audiences Are Having Right Now

01 Booms, Busts, and What Comes Next

What history teaches leaders about investment, public policy, and building durable economic growth.

Today's surge in technology, infrastructure, energy, and manufacturing investment could become the foundation of another major American growth era. History, however, shows that promising technologies and investment announcements do not automatically produce lasting prosperity. Dan connects the patterns behind earlier booms and busts with the economic and policy choices confronting leaders today.

THE BOOM-TO-GROWTH TEST

A practical framework for separating durable expansion from short-lived momentum by testing whether investment is creating productive capacity, broad adoption, workforce capability, and policy conditions that support long-term growth.

YOUR AUDIENCE LEAVES WITH

- Interpret today's economic and investment signals through the lessons of history
- Distinguish productive investment from speculative momentum
- Identify where federal, state, and local policy can strengthen or stall growth
- Make consequential decisions before the outlook is completely clear

IDEAL AUDIENCES

Chief Executive Officers • Executive teams • Manufacturing, energy, infrastructure, and financial leaders • Trade association executives • Boards and strategic retreats

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02 Build the Environment Your Industry Needs to Grow

How industry leaders can align business, policy, and partnerships around a durable growth agenda.

Industries do not grow through advocacy alone. They grow when the organizations capable of removing barriers work together around a small number of shared priorities. Dan shows leaders how to move beyond transactional advocacy and build an actionable industry ecosystem that aligns business, education, workforce, finance, research, communities, regulators, and elected officials across federal, state, and local levels.

THE INDUSTRY ECOSYSTEM PATHWAY

A disciplined process for diagnosing the external barriers limiting growth, separating root causes from symptoms, identifying who can act, selecting the few priorities that matter, and sustaining progress through political and leadership transitions.

YOUR AUDIENCE LEAVES WITH

- A clear diagnosis of the outside conditions constraining industry growth
- A map of the organizations with the authority, resources, and influence to act
- A method for choosing shared priorities, owners, resources, and first actions
- A pathway to an actionable ecosystem that can endure regardless of who holds power

IDEAL AUDIENCES

Trade association CEOs and boards • Industry conferences • Manufacturing, energy, transportation, and infrastructure leaders • Industry coalitions • Policy and economic-development leaders

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03 The Road to 3 Percent Growth Runs Through Small Business

Four practical levers that enable small businesses to hire, invest, modernize, and expand.

Consistently stronger economic growth will not come from one technology, one industry, or one government program. It will come from thousands of small and mid-sized businesses hiring the next employee, purchasing the next machine, modernizing the next facility, and entering the next market. Drawing on nearly 50 hours of original interviews, Dan shows what will allow more businesses to act.

THE SMALL-BUSINESS GROWTH ROADMAP

An actionable roadmap built around four reinforcing levers: dependable workforce pipelines, clear and proportionate regulation, stable incentives for reinvestment, and capital aligned with equipment, technology, workforce, and capacity growth.

YOUR AUDIENCE LEAVES WITH

- Understand how workforce, regulation, reinvestment, and capital interact
- Identify what business, government, educators, and financial institutions can change
- Turn thousands of individual constraints into a coordinated growth agenda
- Enable more businesses to hire, modernize, invest, expand, and compete

IDEAL AUDIENCES

Small and mid-sized business leaders • Manufacturing and industry conferences • Trade associations and chambers • Community banks and financial leaders • State, local, workforce, and education leaders

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What Leaders Say

RICHARD D. GUMBRECHT
CEO, Secured Finance Network

"Dan delivered one of the most strategically relevant conversations at our conference. His insights on leadership, competitiveness, and economic growth challenged our audience to think differently about the future operating environment facing our industry."

JASON K. BLAKE
President, Petroleum Equipment Institute

"Dan Varroney has effectively outlined the strategic thinking necessary to create a stronger business and policy environment. His work provides an important roadmap for long-term competitiveness and growth."

MARK HALPERIN
Editor in Chief, 2WAY
Host, Next Up

"Dan Varroney understands the power of small business and its specific role in American history, culture, and creativity. He's brilliant at reading the economic tea leaves, and his book Rethinking Economic Growth offers concrete and accessible solutions cutting through the noise and providing a blueprint for realistic and resourceful action."

DONNA SERDULA
CEO, Vision Board Media

"I've watched Dan Varroney build his consulting business and thought leadership platform over the past decade. He has a rare ability to see what others miss about small business potential. His books prove why he's become such a trusted voice in the entrepreneurial community."

Book Dan Varroney

Dan delivers customized executive keynotes for the rooms where strategy actually gets decided: leadership conferences, annual meetings, CEO forums, board retreats, economic outlook events, and strategic industry discussions. Every engagement is built around your audience's priorities, your industry's dynamics, and the conditions your leaders are facing right now, shaped on a pre-event call so the talk lands as if it were written for your room.

AVAILABLE FORMATS

Engagements are fully customized to your audience, your event, and your strategic objectives. Fees provided on request.

AVAILABLE FORMATS

- Executive Keynotes
- CEO Forums
- Fireside Conversations
- Leadership Retreats
- Strategic Briefings
- Panel Moderation
- Board Facilitation

BOOK DAN TO SPEAK • dan@potomaccore.com • (703) 878-8786

Booked for clarity, not politics.
Actionable solutions, not heated talking points.

"He turns a volatile economy into decisions leaders can act on."

Bios & Introductions

ONE-LINE POSITIONING

Dan Varroney | Economic & Policy Strategist
Keynote Speaker | Economic Commentator | Author

BIO • INTRO
About 40 Words

Dan Varroney is an Economic & Policy Strategist, keynote speaker, economic commentator and author. As Founder and CEO of Potomac Core, he connects public policy and economic conditions to investment, hiring, industry competitiveness and opportunity for working families.

BIO • SHORT
About 90 Words

Dan Varroney is an Economic & Policy Strategist, keynote speaker, economic commentator and author. He spent 23 years at the National Association of Manufacturers, rising to Senior Vice President, and is Founder and CEO of Potomac Core. His work connects economic trends, public policy, regulation and political decisions to business investment, small-business growth, jobs and industry competitiveness. His nonpartisan analysis helps leaders understand the consequences for businesses and working families. He is the author of Reimagining Industry Growth and the two-time Amazon #1 bestseller Rethinking Economic Growth.

BIO • LONG

You may use the Executive Profile copy on page 2.

EMCEE INTRO
Read on Stage

Our next speaker connects economic trends and public policy to the decisions leaders face about investment, hiring and growth. Dan Varroney is an Economic & Policy Strategist, keynote speaker, economic commentator and author. His experience includes 23 years at the National Association of Manufacturers, where he rose to Senior Vice President. Today he is Founder and CEO of Potomac Core and the author of Reimagining Industry Growth and Rethinking Economic Growth. Please welcome Dan Varroney.

DAN VARRONEY

KEEP THE CONVERSATION GOING

The Conversation Doesn't Stop at the Stage

A Dan Varroney keynote is designed to start a conversation, not end one. Through his featured column at danvarroney.com, Dan continues exploring the ideas at the heart of his signature keynotes: understanding what comes next, building the environment industries need to grow, and unlocking the small-business investment that drives stronger economic growth. His timely analysis gives event organizers a lasting way to extend the value of his presentation and keep audiences engaged long after the event.

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