



**Dana Theus**  
**Founder & Principal**



**My Philosophy:**

I've spent my entire career helping companies succeed as they venture into new territory, both as an internal executive and as an external objective advisor, working inside and alongside fortune 100 companies, entrepreneurial startups and non-profits. Through my experience spanning international government affairs to strategic marketing and strategic planning I've watched the patterns of organizational success carefully. While many factors contribute to success, only one pattern consistently produces true transformation.

Holding their stakeholders' well-being at heart, truly outstanding leaders can catalyze a participatory vision of a better world, a world in which their own organization plays a key role. Such aspirational visions can produce transformational success because all their stakeholders are motivated to bring the vision's energy into their personal and business goals, all the way down to their daily tasks. It takes exceptional leaders to manage a successful vision-lead organization, but you can do it; this potential lies within everyone who has the vision to see a better world. My job is helping leaders discover hidden abilities within themselves and their organizations to co-create from vision to reality.

My methods are straightforward and intuitive so that they adapt easily to each client's culture. I use established tools and create new ones, designing streamlined programs to get the energy of transformation flowing for each of my clients according to their personal and organizational needs.

**My Experience:**

Since founding Magus Consulting in 2002, I have supported a wide variety of commercial and nonprofit clients as they took on strategic initiatives to reposition themselves in fast-moving markets and launch new technology efforts such as social media and internet initiatives. In addition to smoothly working management disciplines, my clients often enjoy greater impact from their effort, consistent revenue increases and/or significant expense reduction. *Commercial clients:* General Mills, Innovative Concepts, Inc. (now a division of Elbit Systems of America), TMA Resources, FreeFlight Systems, and Intersections, Inc. *Non-profit clients:* Leadership Greater Washington, Points of Light Foundation, the International Food Information Council and Foundation, the Ecological Society of America and The Johns Hopkins Bloomberg School of Public Health and the Unitarian Universalist Church of Arlington.

Prior to launching my consulting practice, I held executive positions for technology startups Bantu Inc. and CareerBuilder, Inc., overseeing all aspects of marketing. As Vice President of Marketing at Bantu I spearheaded the company's initiative to penetrate corporate and federal government markets and public relations efforts. As a member of the executive team, I helped develop the product and business strategies at the heart of the company's first successful funding round. At CareerBuilder, I managed the company's entire product line as the firm grew from a small startup to go public. Prior to these product marketing experiences I worked at Tele-TV (a joint venture of Bell Atlantic/Verizon, Pacific Telesis and NYNEX) and Bell Atlantic Video Services managing research and operations planning for the first broadband video trial in North America. At EDS I initiated the company's first international telecommunications and technology policy initiative, representing EDS to U.S. Federal and State governments, and building the company's government affairs presence in the European Union. I was also appointed to an Executive Task Force by the President and CEO, assigned to assess our European organizational effectiveness.

From 2007-2008, I served as Adjunct Professor of Marketing at George Mason University's School of Management Graduate Program for Executives, and have taught an MBA short course for the University of Maryland, School of Public Policy. I received my BA in communications from the University of California, Los Angeles (1983) and an MA in communications from the University of Southern California (1985). I believe in volunteer service and am currently serving as a Member of the Arlington Economic Development Commission and as a Director on the board of the District Alliance for Safe Housing in Washington D.C. I am also a current member of ASAE & The Center for Association Leadership. I live with my husband and two sons in Arlington, VA.