

Damon Dunn Biography

3X CEO and Visionary Entrepreneur | Multi-Unit Franchisee | Fellow, Stanford Hoover Institution | Former NFL Player | Author

Success isn't about talent alone — it's about being able to LOCK IN on vision, values, and disciplined execution that drives long-term success. Damon Dunn has built a career proving that high performance is a mindset, not a moment — and he has the results to back it up.

As CEO for three companies, Dunn allocated over \$200 million, delivering 5x returns for investors. He scaled a franchise empire to 38 locations with \$35 million in revenue and developed 31 retail properties across the U.S., attracting major tenants like Walmart and CVS.

His leadership extends beyond business — as a Fellow at Stanford's Hoover Institution, he brings a practical, real-world perspective on economic and market trends that impact industries and leadership.

From a trailer park to Stanford graduate, from the NFL to entrepreneurship, real estate, and investment acumen, Dunn is a rare force in business. He's dominated four industries by embracing focus, resilience, and bold leadership, and he's here to teach organizations to do the same.