**Dana Russikoff - Business Leader & co-Founder**

As co-founder and business leader for SureShade, Dana is responsible for overseeing all business development, marketing, sales and customer service. She works directly with boat builders, dealers, partners and private boat owners to drive growth for the SureShade business.

An active participant in her local boating community, Dana serves on the Board of Directors for the [Delaware River City Corporation](http://drcc-phila.org/) (DRCC) and has completed the [Pennsylvania Environmental Council’s](http://www.pecpa.org/) (PEC’s) Delaware River Ambassador Program. As a River Ambassador, she is focused on growing recreational boating on the Delaware River. Her commitment to the boating industry expands nationally as a government relations advocate with the National Marine Manufacturers Association (NMMA) [Boating United](http://www.boatingunited.com/) program supporting legislative issues affecting the boating industry.

Dana has over twenty years of global sales, marketing, business development, client services and project management experience in a variety of industries including manufacturing, pharmaceutical and financial services.

Dana enjoys boating with her husband Ron in South Jersey and along the Delaware River in Philadelphia, PA (the hometown for the SureShade business).