

EXECUTIVE INC.

Mixing things up

DAN SANTY AND HIS COMPANY GROW UP WITH THE INTERNET



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Dan Santy recalls being fascinated with advertisements from his parents' *Life* magazines as a child.

"I had this affinity for advertising ever since I was a young man," said Santy, president and CEO of Santy, a Scottsdale branding and marketing agency.

Santy said he admired his father when he was growing up, adding that his dad was a big influence, and he enjoyed talking about business with his father.

"My father was a traveling salesman," Santy said, "He would leave on Monday and come back on Friday."

Santy said his dream job in high school was becoming a pilot. He was drawn to the romance of what a pilot was back in the day.

"I wanted so bad to be a pilot, and I am just not smart enough for that," Santy said.

If he were not in his current role as CEO, Santy said he would be driving a bread truck in Italy. He describes an idealistic job of being a bread truck

DANIEL SANTY

Title: President and CEO

Company: Santy Integrated Inc.

First job: Selling Spam for Hormel.

Family: Wife, Liza; children, Josh, Jackson, Courtney, Adam, Sarah

Makes you tick: Being surrounded by smart people.

Three things always in your refrigerator: Eggs, turkey, almond milk

Favorite sport: Does sipping martini's count?

Aside from your parents, the most influential person in your life: Continental Homes C-Suite circa late 1980s.

driver as waking up early, picking up freshly-baked bread, having some coffee and being done by noon.

Those kinds of hours aren't what Santy is used to in the advertising trade. Though the marketing industry can be challenging, Santy said he enjoys the excitement of seeing results from clients.

"I like to motivate people and create a positive environment for their success," Santy said. "I hire really smart people and try to stay out of the way."

When not in the office or on business trips, Santy said he and his wife often entertain at home, travel extensively and work out. He said he spends a lot of time with the couple's five children.

Santy's namesake agency is 26 years old and in the process of an acquisition plan to help grow it and take it to new markets. Recently Santy acquired Phoenix-based BJ Communications.

"Change is our only constant," Santy said. "We are going to see where

opportunity takes us."

Santy describes his employees and himself as students of the internet, having used the online world since 1991.

"Our digital practice has been in place for 26 years," Santy said.

The advancement of the internet and digital resources has been tumultuous but presented plenty of opportunities. Santy said since its clients aren't students of their industry, he and his company aim to guide clients by teaching them how to manage change and take advantage of the right opportunities.

As CEO, Santy said his job is to set a vision for the company. In 10 years, the company has doubled in size.

"I see us continuing to be that change agent staying ahead of the change curve," Santy said.

Santy said he sees artificial intelligence and augmented reality being large facets of the future of the marketing industry.



Daniel Santy talks about his dream job growing up and where he'd like to travel at PhoenixBusinessJournal.com