



DAN ROBSON

GROWTH CATALYST

KANSAS CITY

In the world of public and privately-owned business, there are many stories that resonate with aspiring business leaders. One such story is that of Dan Robson, a visionary leader of people who has carved a niche for himself over 30 years in the healthcare industry. Robson's journey from cutting his teeth in the pharmaceutical industry to his current position as a respected Growth Catalyst for business owners is not just a success story; **it's a testament to relentless commitment in asking the difficult questions, delivering results, and maintaining an unwavering passion for making a difference in business and in people's lives.**

"Both my positive and negative life experiences have positioned me to passionately engage in this role, walking alongside owners and CEOs while adding value to their business growth journeys."

Business Milestones

One of the pivotal milestones in Robson's career was his role as President of Elixir, a division of Rite Aid, in merging and renaming multiple publicly held divisions and leveraging resources to improve systems and processes. He reported quarterly earnings and performance to Wall Street, while responsible for growing the top line as well as EBITDA. His contributions in this role not only showcased his leadership in bringing order, structure, and efficiency to light, but also ignited his drive to produce results and solve problems.





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Passion for Impact

Robson demonstrates an unwavering dedication to making a positive impact on society. He firmly believes that **people are the most important pillar in building a successful business, followed by strategy, structure, and process.**

Dan Robson is a follower of Christ, married for 37 years to his best friend Carrie, and he has 3 beautiful and successful young adult children: Reid, Brad, and Emma. He also has a wonderful daughter-in-law, Allie, and two grandsons: Whit and Bodie. Robson's lovely family is a testament to his dedication to prioritize a different kind of legacy than simple financial gains!

Where He Is Today

Today, Dan Robson serves as a Growth Catalyst at Acumen, serving owners and CEOs through executive coaching and peer advisory groups. Robson's extensive leadership experience allows him to guide peer advisory groups to higher levels of business performance, which includes higher top-line and bottom-line results.

**But for Robson, success is not the goal;
it's just a means to a greater end.**

His story reflects the power of determination, innovation, and the unwavering pursuit of one's mission. From humble beginnings to becoming a respected coach of business owners and CEOs, his journey serves as a reminder that success is not limited by one's circumstances, but by one's vision and commitment to making a difference in the world.

