



DAMON'S BIO

Climbing out of Poverty

Born in 1976 in Fort Worth, Texas to a 16-year-old single mother, Damon Dunn grew up in dire poverty, living in a three- bedroom trailer with ten people. Damon grew up hunting and fishing as means to provide food and wore Salvation Army clothes. From these humble beginnings, Damon learned the value – and the rewards of hard work, which he has demonstrated throughout his life.

Excelling in Education and Athletics

In high school, Damon was an honor student and earned recognition as a Texas All-State Football player. On these merits he was awarded a scholarship to Stanford University.

At Stanford Damon had a record setting college football career, ran track and earned many academic and athletic awards, including the NCAA Academic Scholarship, All-PAC 10 Honors and Academic All-Pac 10 Honors, and the NFL and College Hall of Fame Award.

Upon graduation Damon played in the NFL for the Jacksonville Jaguars, Cleveland Browns, New York Jets and Dallas Cowboys. Damon had the privilege to play under and be mentored by coaching legends such as Bill Walsh, Bill Parcells, Tyrone Willingham, and Tom Coughlin.

Success in Business

Damon is the CEO of Sagan Sign Talent, which specializes in sourcing global talent for the sign and graphics industry. He founded Lagunita Franchise Operations, expanding it to 38 locations with over 500 employees and \$30 million in revenue. Previously, as President and Co-Founder of Tricor SW Corporation, he sourced and developed 31 retail properties across the U.S., attracting major tenants like Walmart and CVS, and delivering over 20% annual returns for investors.

Leading Through Public Service

Despite these achievements, Damon has never forgotten what it is like to go to sleep hungry and wake with a sense of hopelessness. This is why Damon has committed himself to serving others; to show them there is another way and to help them find it for themselves.

While at Stanford University, Damon served as Executive Director of the East Palo Alto Stanford Summer Academy, which provided tutoring and mentorship to underprivileged Latino and African American students from East Palo Alto, CA. In recognition of his work at the Academy and elsewhere in the community, Damon received the James W. Lyons Award and JE Wallace Sterling Book Award given to students who demonstrated outstanding service to the greater Stanford community.

In the NFL, Damon worked with the Make a Wish Foundation to visit kids with terminal illnesses. He started the Fighting Giants Ministry that ministers to children with life-changing injuries. He also worked with St. Augustine Soup Kitchen, the Cops-N-Kids program, and the Cleveland Clinic Foundation.

Damon volunteered in Santa Ana elementary schools implementing the Latino Educational Attainment Initiative (LEA). The purpose of the LEA is to help Latino parents become more effective advocates for their children, particularly as it relates to their education. During his undergraduate days at Stanford, Damon served as associate pastor at Jerusalem Baptist Church where he managed the children's and youth ministries. Since his time at Stanford and the NFL, Damon has started the Joshua Project, a leadership development ministry that mentors aspiring young Christian leaders and the Long Beach College Prep Academy which sent 158 students, from low-income families to college.

DAMON DUNN SPEAKER SUMMARY

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,

Damon 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, Damon 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 how to do the same.

Damon delivers in a way that few speakers do.

He passionately drills down the unique components of leadership that he embraced on his way to success and challenges his audiences by asking “how often do you really look beyond the plausible outcomes?” He provides tangible takeaways and explains that accomplishing his many and varied goals came from him making a commitment to always take the next step forward to achieve the impossible. He is a firm believer that you are only as good as your plan, so you must make an unrelenting commitment to excellence—because high performers don’t wait for opportunities; they LOCK IN and create them.