

Sunny Vanderbeck's leadership training began when he served as a Section Leader of the 2nd Ranger Battalion (U.S. Special Operations Command). That experience taught him how to succeed under challenging circumstances while leading others to higher levels of performance.

After leaving the military, Sunny applied the skills he had cultivated to the business world. In 1996, he co-founded and became CEO of Data Return, a leading provider of managed services and utility computing. Over the next several years, Sunny led the company through all phases of growth and transformation. Under his leadership, the company attracted strategic investments from Compaq, Level 3, and Microsoft. After a successful IPO, Data Return achieved a market capitalization in excess of \$3 billion, and Sunny was one of the youngest CEOs ever to lead a NASDAQ company.

However, it was the experience of selling Data Return that partly inspired Sunny's [upcoming/new] book, *Selling Without Selling Out*. Following the tech downturn of the early 2000s and the dissolution of a major deal with Compaq, Sunny and his team quickly moved forward with another strategic acquisition deal. While on the outside the deal may have looked like a success, Sunny soon noticed signs that they had sold to the wrong buyer. A year after the sale, their acquirer went bankrupt, leading Sunny to buy back his own company and start again. When he sold the business a second time four years later, he had learned enough lessons to do it right.

Today, Sunny is a sought-after investor and advisor. He is co-founder and managing partner of Satori Capital, where he leverages his expertise in strategy, operations and capital allocations to partner with companies that are building long-term value through a sustainable approach. Additionally, Sunny is a member of Young Presidents' Organization (YPO) where he served as the North American co-chair of the organization's sustainable business network. He also co-founded YPO's Entrepreneurship and Innovation Network, which helps more than 3,500 president and CEO members accelerate the growth of their businesses.

With the publication of *Selling Without Selling Out*, Sunny hopes to empower even more entrepreneurs and CEOs with the resources to create enduring value and achieve outstanding success in their businesses.