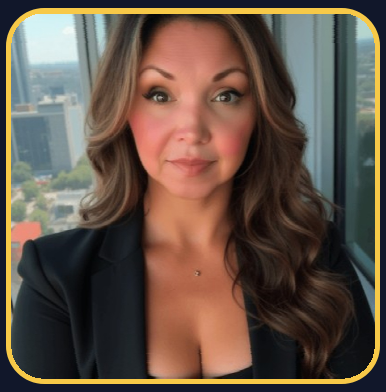


PRESS KIT

Danielle Lemons

Vice President of Operations, DirecTech Connect

Based in Tennessee · 20+ years leading technology operations
Author, *The Small Business Technology Guide*
daniellelemons.com

SHORT BIO

Danielle Lemons is Vice President of Operations at DirecTech Connect, where she oversees managed VoIP and telecommunications services, managed IT and client project delivery. She has spent more than 20 years leading operations and delivery teams in technology and has delivered hundreds of technology and digital projects.

FULL BIO

Danielle Lemons is Vice President of Operations at DirecTech Connect, a Nashville provider of business phone systems, managed IT services, websites and digital marketing. Since joining in November 2024 she has overseen the company's managed services for VoIP and telecommunications, managed IT for small and medium-sized businesses, and client project delivery.

She has spent more than 20 years leading operations and delivery teams in technology. At Avnet Technology Solutions she spent nine years and rose to Customer Operations Manager, responsible for forecasting $1 billion in annual revenue. She later led technical project delivery at Tragic Media in San Diego and at Blattner Tech Digital Agency in Nashville, where she served as Project Management Operations Director and Senior Manager of Small and Medium Business Services. Over her career she has delivered hundreds of technology and digital projects, at times managing as many as 40 active client projects at once.

She began her career in the Army National Guard as an explosive ordnance disposal (EOD) specialist. She is the author of *The Small Business Technology Guide* (Coming soon to Amazon Kindle).

AREAS OF EXPERTISE

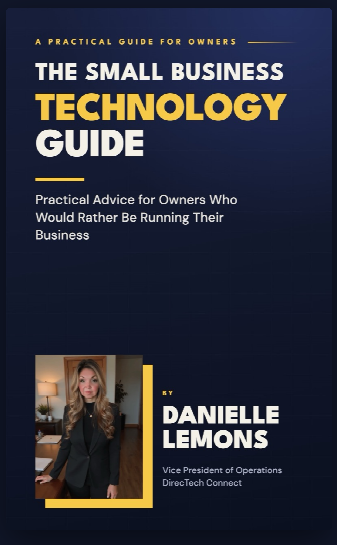
- Operations management
- Project management
- Managed IT services
- VoIP and telecommunications
- Web design
- Digital strategy
- Search engine optimization
- Small business websites

SPEAKING TOPICS

Three Things to Check When Your Website Is Not Bringing in Calls
A short checklist owners can run on their own site the same day.

When Customers Ask AI Who to Call
What helps a small business get named in AI and search answers, without jargon.

Phones, Operations and the Day the Internet Goes Down
Switching phone systems without losing your number, and preparing for an outage.



THE BOOK

The Small Business Technology Guide

Practical Advice for Owners Who Would Rather Be Running Their Business

Danielle Lemons gathers her practical advice for small business owners into 33 short chapters in five parts: Your Website, Getting Found, Phones and Internet, IT and Security, and Running Operations. Each chapter stands on its own, written plain-spoken for owners who are not technical and do not want to become technical.

daniellelemons.com/guide

SELECTED WRITING

What "Managed IT Services" Actually Means for a Small Business
https://daniellelemons.com/writing-managed-it-services

Why Every Small Business Needs a Written Process
https://daniellelemons.com/writing-written-process

What Forecasting $1 Billion Taught Me About Running a Small Business
https://daniellelemons.com/writing-forecasting-1-billion

Three Things I Check First When a Local Business Website Isn't Bringing in Calls
https://daniellelemons.com/writing-three-things-website-calls

Switching Phone Providers Without Losing Your Business Number
https://daniellelemons.com/writing-keep-your-business-phone-number

When Customers Ask AI Who to Call: How a Local Business Shows Up
https://daniellelemons.com/writing-ai-search-and-local-businesses

WHERE TO FIND HER

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SUBSTACK	daniellelemons.substack.com
BLUESKY	bsky.app/profile/daniellelemons.com

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