

Daniell Robertson

Fractional CBDO @ M3S

Orlando, FL, United States | [LinkedIn](#)

WHAT I DO

Translation, not transformation.

Every growing firm has the raw material — expertise, relationships, products, reputation. Most don't have a system for converting it into revenue that doesn't depend on one person in every room. That's a phase, not a failure. I help design the next one.

I'm the founder of Middle 3rd Solutions (M3S), a fractional Chief Business Development Officer (CBDO) practice for privately held firms. We translate intent into execution — designing the revenue infrastructure you're missing, from first pipeline to exit readiness.

WHAT THAT LOOKS LIKE

Privately held firms, \$5M–\$50M+. The CBDO function spans three pillars — Partnerships, Corporate Development & M&A, and Growth Strategy.

Three engagement shapes, matched to the stage:

→ Counsel: Monthly strategy touchpoints with async access. Senior BD counsel at the board level.

→ Partner: Weekly or fortnightly cadence with deal-quarterback access. M3S leads the CBDO function.

→ Embedded: On the exec team in all but title. Operational depth for a defined inflection-point window.

The standard entry point is the BD Maturity Diagnostic — a 2–3 week scored 20-dimension assessment (4 categories, 100-point scale) that becomes the roadmap.

Every engagement runs on an AI-native operating system — depth at speed that hour-bound competitors can't match.

Built on the canonical 3-pillar CBDO framework. Delivered fractionally on AI-native infrastructure. Measured against our proprietary 20-Dimension BD Maturity Assessment. Engineered for privately held firms, not Fortune 500.

WHO I AM

◆ Dual citizen: Anglo-American (made in England; assembled in USA).

◆ Proud husband & father of two daughters.

◆ Founder & CBDO, Middle 3rd Solutions (M3S) — Revenue infrastructure for privately held firms.

◆ Founder, Confidently Curious™ — building the stories, frameworks, and tools that help kids develop the capacity to figure it out.

BACKGROUND

◆ 16+ years in BD, strategic partnerships, and go-to-market across domestic (San Francisco, New York, Denver, & Orlando) and international (EMEA) markets.

◆ 12+ years in high-growth & venture-funded startups with board-level exposure.

◆ BA in psychology. MBA in management.

◆ Collegiate Sports Hall of Fame inductee, three-time All-America recipient, & former national team representative.

◆ Angel investor, advisor, and mentor.

OUTSIDE OF WORK

Lifelong devotee of the beautiful game (football/soccer).

MY PHILOSOPHY

The goal is never the result. It's the capacity to produce it, again and again. I write about this @ buildforagency.com

EXPERIENCE

Founder Confidently Curious	May 2025 — Present
Founder & Chief Business Development Officer Middle 3rd Solutions	Aug 2024 — Present
VP, Business Development Criteo Global Business Development w/in AdTech Services post-IPONWEB acquisition.	Jun 2023 — Apr 2024 Orlando, Florida
Limited Partner FirstPartyCapital FirstPartyCapital is the only angel-backed venture fund investing in ad tech, martech and digital media companies globally.	Dec 2022 — Present
VP, Business Development IPONWEB (acquired by Criteo)	Jun 2021 — Jun 2023 Orlando, Florida
Addressability Platforms BD LiveRamp	Nov 2020 — Jun 2021 Orlando, Florida
Mentor leAD Sports & Health Tech	Oct 2020 — Jul 2024 Orlando, Florida, United States

VP, Global Partnerships & Alliances flexEngage	Mar 2020 — Dec 2020 <i>Orlando, Florida</i>
VP, Strategic Alliances Choozle	Dec 2017 — Feb 2020 <i>Orlando, Florida</i>
Sr. Director, Business Development & Strategic Partnerships Drawbridge Inc.	Aug 2016 — Dec 2017 <i>New York, New York</i>
Director, Business Development Button	Feb 2015 — Jun 2016 <i>New York, New York</i>
Business Development Manager NextRoll, Inc. (formerly AdRoll Group)	Jan 2014 — Feb 2015 <i>San Francisco Bay Area</i>
Brand Solutions & Strategic Sales NextRoll, Inc. (formerly AdRoll Group)	Sep 2012 — Dec 2013 <i>San Francisco Bay Area</i>
Management Consultant - Sales & Marketing Strategy RVR Consulting Group	Aug 2010 — Jul 2012 <i>Winter Park, Florida</i>
Great Britain Men's Football (Soccer) Team British Universities & Colleges Sport (BUCS) The World University Games (24th Universiade).	Jul 2007 — Aug 2007 <i>Bangkok, Thailand</i>
Information Technology Associate Rollins College	Aug 2006 — Apr 2010 <i>Winter Park, Florida</i>
Campus Representative Apple	Aug 2006 — May 2007 <i>Winter Park, Florida</i>
Amateur Soccer Player Central Florida Kraze USL Premier Development League (PDL)	Jan 2003 — Jan 2006 <i>Orlando, Florida</i>
Youth Trainee Birmingham City Football Club	Jan 1999 — Jan 2002 <i>Birmingham, United Kingdom</i>

EDUCATION

Rollins College

Bachelor of Arts (BA) in Psychology

Located in picturesque Winter Park on the outskirts of Orlando, Rollins offers the opportunity to study at a (U.S. News & World Report, The Princeton Review, and Forbes) top-ranked university while living and learning within close proximity to everything from Orlando's downtown scene to Florida's natural beauty.

Crummer Graduate School of Business at Rollins College

Master of Business Administration (MBA) in Management

The Crummer Graduate School of Business is AACSB accredited, ranked among the top business schools in the nation by Bloomberg BusinessWeek, Forbes, U.S. News & World Report, and The Princeton Review, and considered to be the most prestigious MBA in Florida.

CERTIFICATIONS

Sports Hall of Fame , Rollins Varsity Athletics	Mar 2016
Male Athlete of the Year , Rollins Varsity Athletics	Jan 2005
NCAA Men's Division II All-America , National Soccer Coaches Association of America (NSCAA)	Jan 2005
NCAA Men's Division II All-South Region , National Soccer Coaches Association of America (NSCAA)	Jan 2005
SSC All-Conference , Sunshine State Conference (SSC)	Jan 2005
SSC Defensive Player of the Year (Men's Soccer) , Sunshine State Conference (SSC)	Jan 2005
USL PDL All-Southern Conference , United Soccer Leagues (USL)	Jan 2005
Male Athlete of the Year , Rollins Varsity Athletics	Jan 2004
Men's Soccer MVP , Rollins Varsity Athletics	Jan 2004

NCAA Men's Division II All-America , National Soccer Coaches Association of America (NSCAA)	Jan 2004
NCAA Men's Division II All-South Region , National Soccer Coaches Association of America (NSCAA)	Jan 2004
SSC All-Conference , Sunshine State Conference (SSC)	Jan 2004
SSC Defensive Player of the Year (Men's Soccer) , Sunshine State Conference (SSC)	Jan 2004
USL PDL Champions , United Soccer Leagues (USL)	Jan 2004
USL PDL Southern Conference Champions , United Soccer Leagues (USL)	Jan 2004
NCAA Men's Division II All-America , National Soccer Coaches Association of America (NSCAA)	Jan 2003
NCAA Men's Division II All-South Region , National Soccer Coaches Association of America (NSCAA)	Jan 2003
SSC All-Conference , Sunshine State Conference (SSC)	Jan 2003

SKILLS

Partnership Development · Go-to-Market Strategy · AI Strategy · Operations Consulting · Revenue Operations · Strategic Advisory · Entrepreneurship · Operations Management · Business Development · Strategic Partnerships · Soccer