Lawrence E. "Larry" Daniel

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Operations Executive | Fractional COO / CEO | Scaling, Turnarounds, and Digital Forensics Leadership

Summary

Operations executive with 40 years of building, fixing, and scaling businesses. Started as a KFC service technician and became National Maintenance Manager within five years, leading 135 people supporting 1,400 restaurants across 40+ states and Canada. Ran operations at ACT Controls, founded SRS Lighting and grew it to $20M, and built two technology companies, including one of the first U.S. digital forensics firms focused on criminal defense. Learned each new field by doing it, from mechanical and technical work to general management. Seeking fractional COO/CEO engagements and VP/Senior Director roles in digital forensics.

Selected Results

- Grew MasterTech annual sales from $1.1M to $5M in two years.
- Built SRS Lighting from startup to $20M in revenue in 24 months through internal growth and acquisitions.
- Grew Envista's digital forensics practice revenue from $1.2M to $3.5M in two years.
- Managed 700 employees as VP of Operations at Strategic Resource Solutions; wrote the strategic plan that led to the sale of ACT Controls for $40M.
- Led 135 maintenance staff supporting 1,400 KFC company-owned restaurants across 40+ states and Canada.
- Cut MasterTech component costs 59% through master-distributor terms.

Professional Experience

Envista Forensics May 2016 – Feb 2025

Technical Director, Digital Forensics May 2021 – Feb 2025

Senior Principal Consultant May 2016 – May 2021

- Grew digital forensics practice revenue from $1.2M to $3.5M in two years.
- Led global digital forensics operations; led and mentored a national team of consultants and technical leaders across IP and criminal cases.
- Created the “free expert training” marketing model, now the firm’s core client-engagement strategy.
- Developed new business through CLE programs and webinars.
- Testified in 90+ state and federal cases.

Guardian Digital Forensics — President & Founder Apr 2004 – May 2016

- Founded in Apr 2004; renamed Guardian Digital Forensics in Mar 2006.
- Founded and scaled one of the first U.S. digital forensics firms focused on criminal defense.
- Built a national brand with no initial marketing budget, using CLE programs, a blog, and a podcast.
- Ran CLE programs nationwide that trained hundreds of attorneys.
- Wrote two books on digital forensics for legal professionals (see Publications).
- Concurrently served as a contractor to the NC Department of Transportation (2006 – 2016), modernizing fixed-route and on-demand transit systems through software development and database optimization.

YourTechnician.com, Inc. (Cyberpup Computer Center, Inc.) — Founder & President May 1998 – Mar 2006

- Built a retail computer business into a full-service small-business IT firm covering network administration, software development, and infrastructure.
- Served healthcare, legal, and transportation clients; built custom applications for convenience stores, service companies, distributors, and contractors.
- Offered early data recovery and computer forensics services to defense attorneys.

SRS Lighting — Founder & President, Cary, NC Jan 1996 – Jan 1998

- Founded SRS Lighting, an industrial lighting company, and built it from startup to $20M in revenue in 24 months through internal growth and strategic acquisitions.
- Managed P&L, operations, and sales management; served on the M&A team for the company’s acquisitions, providing operational analysis of targets.

ACT Controls / Strategic Resource Solutions — VP Operations, Coats, NC Sep 1993 – Jan 1998

- Managed 700 employees as VP of Operations.

- Wrote the strategic plan that led to the sale of the company for $40M.
- Joined as Director of Operations; stabilized and repositioned a failing building-automation business.
- Oversaw operations, strategic planning, M&A, and financial management.
- Led research and software development, including integration software linking databases with energy-management hardware.
- Managed multiple large-scale building-automation projects in schools across the U.S.

KFC National Management Company — Manager – Restaurant Facilities and Systems Engineering, Louisville, KY Jun 1981 – Sep 1993
Service Technician (1981); District Maintenance Supervisor (1983); Regional Maintenance Supervisor (1985); National Maintenance Manager (1986 – 1993)

- Led 135 maintenance staff supporting 1,400 company-owned restaurants across 40+ states, and supported franchisees in the U.S. and Canada.
- Led operations for the national rollout of Colonel's Rotisserie Gold (Jan – Sep 1993), getting stores ready before the advertising launch.

MasterTech — General Manager (part-time assignment while at KFC), Nashville, TN 1991 – 1993

- Grew annual sales from $1.1M to $5M in two years, and grew restaurants served to 3,400 by teaching technicians to sell.
- In the first six months, built predictive failure models from legacy mainframe data and a hub-and-spoke inventory system; reached 90% first-call completion within 90 days.
- Negotiated master-distributor terms that cut component costs 59%; passed 40% savings on to customers.
- Redesigned field-technician schedules around Thursday – Sunday (70% of restaurant revenue), eliminating overtime and 1.5x after-hours client fees.
- Gave technicians $500 on-the-spot approval authority, speeding repairs and raising client satisfaction.

Publications

- *Digital Forensics for Legal Professionals*, Syngress, 2011
- *Cell Phone Location Evidence for Legal Professionals*, Academic Press, 2017

Certifications, Licenses & Clearance

- **Digital forensics:** DFCP (2004 – 2022); EnCE (2010 – 2022); Cellebrite CCO, CCPA, CASA, CCPO (2019 – 2023); CTNS; CTA; Certified Wireless Analyst (CWA)
- **Business and technical:** Solomon Accounting Systems Certified Developer; Licensed General Contractor – Commercial (NC, VA)
- **Clearance:** Top Secret/SCI (inactive)

Leadership

- Former President, Digital Forensics Certification Board

Education

McKendree University — 36 semester hours, GPA 3.94 1989