

Dan Matics

SHUMAKER ADVISORS
DIRECTOR OF BUSINESS
DEVELOPMENT

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[VCard](#)



Dan brings nearly two decades of broadcast journalism experience, including years as an investigative reporter and anchor covering major stories across Florida and the nation. Having spent much of his career in the Tampa Bay market, he has built strong relationships within the business, political, and media communities.

At Shumaker Advisors, Dan plays a key role in business development, helping identify opportunities for growth and building relationships that advance the team's objectives. He works closely with Shumaker's Advisors' leadership to expand the firm's client base, strengthen partnerships, and position Shumaker Advisors as a leader in public affairs and communications strategy. Dan also advises clients in high-stakes situations where communications and reputation management are critical, bringing a results-driven, media-savvy perspective to every engagement.

His background as a journalist gives him an insider's understanding of how stories are developed, how narratives take shape, and how public perception can shift in moments. Dan regularly counsels executives, organizations, and public figures facing complex or sensitive issues, helping them craft clear strategies to protect their reputation and communicate under pressure. His approach combines the precision of journalism with

SERVICE LINE

Public Policy & Government Affairs

INDUSTRY SECTOR

Public Sector

PRIMARY LOCATION

Tampa, FL

EDUCATION

Marshall University

the strategic discipline of public affairs, ensuring clients navigate challenges with confidence and clarity.

Dan attended Marshall University in his home state of West Virginia. When he's not working, he enjoys fine wine, cigars, great food, and traveling with friends.