

RECO McDANIEL

N O V A E P R E S I D E N T & C E O

As the President and CEO of Novae, Reco McDaniel has made his mark in the industry of Direct Sales as one of the youngest and most successful entrepreneurs in the space. He has founded, co-founded, and chaired several companies since starting his initial company in 2001 at 20 years old. He continues to create business relationships and opportunities that empower people to take charge of their lives, gain a new education, and move toward true financial independence.

His company Novae, founded in 2014, is a Lifestyle Enhancement company that focuses on INSPIRING people to get more out of life, EDUCATING them on ways to go about it, and providing them an OPPORTUNITY to make it happen! Since the company's inception in 2014, Novae has grown by more than 20,000 members across the country and has no plans of slowing down!



Novae's Affiliate Program, with their flagship product Novae Money, provides benefits that enhance members' lives financially and education and training to become successful in business and in life. The company also teaches entrepreneurship and has thousands of Affiliates across the country earning part and full time incomes by simply referring the affiliate membership, products, and services to others.

Reco started his road to entrepreneurship while in college full-time and working a full-time job. Upon seeing that his job was keeping him from accomplishing many of his personal goals, he started working very diligently on his part time business. Within a short period of time he was able to leave his job, pay off debts, change his lifestyle, and achieve many personal goals by building a business that exceeded tens of thousands of independent representatives and produced annual revenues of several million dollars within the Direct Sales industry.

These accomplishments allowed him to become financially free in his mid 20s. Also a best selling author, Reco wrote an autobiography, chronicling his life story, called "The Fatherless Father" that empowers single mothers, fathers, and fatherless teenagers and young adults to reach their full potential in life.



Despite very humble beginnings, Mr. McDaniel is as well accomplished and highly respected as any professional Direct Sales CEO in history. In January of 2016, he ranked in the top 10% of over 550+ Direct Sales CEOs nominated worldwide by Businessfromhome.org. This list placed him in front of many leaders of great companies that have done billions of dollars in revenue and been in business for decades. As a talented speaker, he is frequently tapped by corporations, non-profit organizations, youth programs, faith-based organizations and educational institutions to share the keys of his successful entrepreneurial endeavors. He offers audiences a candid peek into his personal experiences and provides motivation and encouragement to inspire positive life changes and success.

Reco is an active member of the National Speakers Association – a select group of accredited speakers nationwide, the National Speakers Association Georgia Chapter, and also The Global Speakers Federation. In addition, Reco is also an active member of the American Society for Training and Development – the world's largest professional association dedicated to the training and development field. Reco has received numerous awards and recognition throughout his career and also for his memorable speaking and training sessions. His teachings, focusing on personal growth, spiritual fulfillment, and financial stability are unparalleled, transcending cultural and age barriers.



For more information about Reco and/or Novae and how you can join him in the movement that's changing lives nationwide, visit www.NovaeMoney.com.