



Desi Danganan

██████████ ████████████████████ ██████████ Brannan, Apt ██████████, San Francisco, CA 94103

Profile

Desi Danganan is an innovative serial entrepreneur. He's worked in a diverse set of industries ranging from Technology Start-ups, to Hospitality, to Branding, and now Economic Development. His broad perspective gives him an edge in understanding how the business world works.

Career Highlights

EXECUTIVE DIRECTOR, KULTIVATE LABS – 2017 - PRESENT

Kultivate Labs is an economic development non-profit credited to accelerating the growth of the new Filipino cultural district: SOMA Pilipinas by launching a well received night market called UNDISCOVERED SF that leveraged \$125k in public grants into \$250,000 in economic activity.

MANAGING DIRECTOR, PLINTH AGENCY – 2014-PRESENT

Plinth Agency is the branding and marketing agency behind SF's best emerging food businesses such as Senor Sisig, Boba Guys, SOMA Street Food Park, FK Frozen Custard, and many more.

FOUNDER, THE SUMMIT SF – 2010-2012

The Summit was an award winning high-end cafe / art gallery / business incubator concept featured in Food and Wine Magazine and Bloomberg's Business Week. It started a trend of hybrid cafe / co-working spaces in the industry.

FOUNDER, POLENG LOUNGE – 2005-2010

The 1st tea lounge / restaurant / night club concept that made the SF Chronicle's Top 10 restaurant's in 2006 and remained in the Top 100 there after.

WEB PRODUCER, PAGOO – 1999-2001

Pagoo was an innovator in VoIP technology in the 1st .com boom that is now ubiquitous in Web 2.0. Desi lead the design team to build the companies flagship products.

Community Work

- Chair of Economic Development, Soma Pilipinas – 2016-Present
- Board Member, Tenderloin Economic Development Partnership – 2018
- Board Member, North of the Panhandle Neighborhood Association – 2008 - 2010

Education

- San Francisco State University – Masters Candidate in Education, 2004
- Whittier College – Bachelor of Arts, Business, 1999

Awards

- Certificate of Honor, City of San Francisco's Board of Supervisors - 11/17/2017
- Recognition Award, California State Board of Equalization - 8/18/2017
- Recognition Award, California State Assembly - 8/18/2017
- Top 10 Restaurants, San Francisco Chronicle, - 12/27/06

Select Press Write-ups

- "Undiscovered SF aims to shed light on the area's thriving Filipino American community," San Francisco Chronicle, - 8/15/18
- "Filipino-Inspired Night Market Will Help You Discover SF's Newest Cultural District," The Bold Italic - 7/19/18
- "SF Mayor Ed Lee Praises Success Of Monthly Filipino Night Market," ABS-CBN - 11/20/17
- "The Summit Café: Coffeehouse and Tech Incubator" Bloomberg Businessweek" - 2/11/10
- "Poleng Lounge pulls off great food in a nightclub atmosphere," - San Francisco Chronicle, - 9/24/06