



DANIEL COLBY

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Summary

Experienced executive leader with a strong geo-analytical and GIS spatial technology background. Proven successful 27+ year track record in the utility industry and energy sectors. Focused on next generation technology and team growth with an emphasis on data analytics, product research and development. Highly effective at business development, strategic leadership and technology strategies in the energy industry. Ambitious and results-oriented executive with strong business development experience in creating strategic alliances and partnerships with industry leaders to effectively align with and support key operational initiatives.

Core Strengths & Competencies

- Executive Team Leadership
- Information Management Systems
- Product Management
- Strategic Planning
- Technology Development
- IT Management
- Software as a Service (SaaS)
- Trouble Call Analysis
- Outage Management
- Geospatial Technology
- Data Analytics
- Enterprise Integration
- Asset Management
- Field Inventory Mapping
- Work Order Management
- Planning and Coordination
- Operations oversight
- Industry Partnership Development

Experience

- Senior Vice President of Technology** 09/2021 - Current
 Utility Mapping Services, PC UMSI | Clancy, MT | <https://www.umsi.us>
- Lead for development of utility infrastructure data acquisition, management, and exchange protocols and applications for internal and client use – GeoFeature™ Utility Infrastructure Application Suite
 - Lead for development of utility conflict management tool GeoConflict™
 - Lead Investigator for the Iowa Department of Transportation *Modernizing Utility Infrastructure Management – Research Project Results for: Early Identification and Location of Utility Facilities within Iowa DOT Project Footprints*, Report Number: SPR-RE22(013)-8H-00 <https://publications.iowa.gov/46064/> July 2023
 - Lead for advising state transportation departments on utility infrastructure data management
 - Align technology objectives and programs with the organization’s overall vision, strategies and objectives.
 - Develop an IP portfolio, technology strategy and roadmap
 - Establish a business-led Technology Governance process, and lead the identification, prioritization and delivery of solutions to meet the needs of the industry
 - Deliver high performing results in the design, delivery, and operation of Technology Solutions and Services
 - Establish and deliver a Data and Analytics program that defines a data strategy and create scalable platforms to support the execution and scaling of industry needs.
 - Establish and manage Technology Team and trusted business advisors.
 - Responsible for the coordination, assessment, and synchronization of all policies and standardization requirements for the geospatial information enterprise, enabling interoperability across multiple client platforms and integration technologies.

Managing Partner / Co-Founder

07/2018 – 06/2021

GEOI Solutions | Cary, NC | <http://www.geoisolutions.com>

- Prepare proposals, negotiate contracts and connect with clients to drive consistent sales.
- Facilitate and manage business plan and technical strategy development based on market and industry research.
- Deliver informative presentations to industry professionals, providing valuable information on topics relevant to daily operations and company products and services.
- Identify key business opportunities, created prospect pipeline and leverage marketing and sales intelligence solution to help the sales team generate targeted, monthly leads and close deals.
- Cultivate and maintain industry relationships and customer partnerships to capitalize on opportunities and maximize business success.
- Identify institutions and market sectors with potential for expansion of operations, network with key partners and individuals to build awareness of company within key demographics.
- Collaborate with sales agents and team leads to implement strategies for developing and maintaining sales funnel to meet or exceed expectations for business expansion.

Vice President of Product Marketing

02/2019 - 06/2019

ProStar Geocorp | Grand Junction, CO | <https://www.prostargeocorp.com>

- Provided leadership to our team of marketers and sales to ensure the success of product placement and adoption in the market place.
 - Provided subject matter expertise to identify solutions that are in industry demand.
 - Defined and articulated the vision, marketplace and value proposition of our product and our company to the industry through client engagement and industry partnerships.
 - Outlined research findings in detailed documentation to support decision making by project managers, clients and other marketing team members.
 - Assessed consumer needs and buying habits to identify potential markets and product demand variables.
- Supervised external branding strategies for purpose of single message output.

Vice President of Product Management

03/2013 - 07/2019

ProStar Geocorp | Grand Junction, CO | <https://www.prostargeocorp.com>

- Responsible for the coordination, assessment, and synchronization of all policies and standardization requirements for the geospatial information enterprise, enabling interoperability across multiple client platforms and integration technologies.
- Generated new business by developing special projects for existing and prospective customers.
- Strengthened product branding initiatives by developing communication campaigns, promotional materials, market intelligence information and databases for market to maximize outreach.
- Aligned activities with corporate objectives by coordinating marketing, sales and IT processes.
- Conducted research and development on existing and emerging products to highlight benefits and attract retention.

President / CEO

04/1997 - 01/2013

Sentinel USA, Inc | Newark, OH

- Led startup to a successful merger/acquisition.
- Oversaw strategic business decision-making to develop, enhance and enforce business mission.
- Led organization, established business direction and actualized operational plans to meet goals.
- Implemented robust policies and organizational structures to underpin successful expansion and drive continuous growth.
- Cultivated and maintained industry relationships and customer partnerships to capitalize on opportunities and maximize business success.

- Established and oversaw strategic business actions and streamlined operations.
- Cultivated successful business culture focused on performance optimization and goal attainment.
- Cultivated strong industry relationships with competitors and suppliers to promote cooperative interactions and improve industry insights.
- Promoted company public profile by delivering speeches, writing articles and presenting at industry conferences as public face of organization.
- Oversaw business plans and realigned company objectives to increase overall profits.

President/CEO, Principle Partner

10/1994 - 04/1997

Sentinel Utility Services Corp

- Served as the President and CEO of SUSC before consolidating the services into digital media conversion services which eventually led to the formation of Sentinel USA in 1997.
- Specialized in AM/FM, GIS - Field Inventory Mapping for Rural Electric Cooperatives
- Oversaw strategic business decision-making to develop, enhance and enforce business mission.
- Led organization, established business direction and actualized operational plans to meet goals.
- Partnered with executive team to define company goals.
- Established start-up company, overseeing strategic planning, market analysis, product development and regulatory compliance.
- Promoted company public profile by delivering speeches, writing articles and presenting at industry conferences as public face of organization.
- Determined revenue and profit impacts of market strategies and led business direction toward profitable channels.
- Oversaw strategic business decision-making to develop, enhance and enforce business mission.

Field Inventory & Operations Manager / Project Manager

06/1990 - 07/1994

Southeastern Reprographics, Inc. (SRI)

- Oversaw field inventory mapping projects for Rural Electrification clients nationwide.
- Managed multiple field crews across numerous states and coordinated project deliverables.
- Specialized in electric distribution systems mapping (sub, feeder, phase) for Outage Management and Trouble Call Analysis. (Porsche Outage, Gentry Systems GenMap for AutoCAD)
- Determined revenue and profit impacts of projects and led business direction toward profitable channels.
- Oversaw strategic business decision-making to develop, enhance and enforce business mission.

Associations

Pipeline Open Data Standard (PODS Association)

- Co-Founder and former 8-year Board Member. (2000-2008)
- Served as Secretary of the Association during 2nd term.
- Participated in workshops, trainings and conferences to improve members educational skills.
- Delivered speeches to groups of people in various venues addressing damage prevention and regulatory requirements
- Authored press releases and communications materials to share vital information and promote intended message.

MultiSpeak Initiative

MultiSpeak is a specification or standard covering the distribution portions of the grid, including the smart grid. The solutions provided by MultiSpeak are fine-tuned to the specific needs of utilities.

- Participated in workshops, trainings and conferences to improve members educational skills.
- Delivered speeches to groups of people in various venues addressing interoperability requirements

- Authored press releases and communications materials to share vital information and promote intended message.

American Society of Civil Engineers (ASCE)

- ASCE Committee Member for ASCE/CI/UESI 75-22 Standard Guideline for Recording and Exchanging Utility Infrastructure Data"
- Chair for the "Utility Infrastructure Data Exchange and Security Committee" of the ASCE Utility Engineering and Surveying Institute (UESI) Utility Risk Management Division (URMD)

Contributions

North Carolina State University – Center for Geospatial Analytics

- Hands on workshops for students studying MS in Geospatial Technology
- Presenter at NCSU CGA Geo Forum and Geospatial Studio
 - Geospatial Studio – Leveraging Open Layers Open-Source Mapping Library for creating dynamic web mapping applications (2/17)

Background

Biography

Mr. Colby's expertise centers on a deep understanding of evolving geospatial markets and the emerging analytics landscape, 3D utility modeling, digital delivery of underground infrastructure data, and the integration of geospatial technologies into design, construction, and asset management workflows. His work spans utility designation, quality level management, conflict identification and resolution, utility coordination, and the development of interoperable data models aligned with national standards. He has been instrumental in advancing digital SUE workflows that integrate GIS, LiDAR, GPR, survey, and AI-assisted data fusion to improve utility reliability, safety, and decision-making.

Mr. Colby is deeply engaged in national standards development and professional leadership where he focuses on digital utility data delivery, metadata, secure data exchange, and interoperability with emerging national and international data standards. He is a long-time contributor to the advancement of both ASCE 38 and ASCE 75, with particular emphasis on quality management, digital workflows, and risk-informed utility decision-making.

Earlier in his career, Mr. Colby was a co-founder and board member of the Pipeline Open Data Standard (PODS), serving through 2008 and helping establish one of the most widely adopted utility and pipeline data standards in North America. He has also held senior executive and product leadership roles across the geospatial and utility technology sectors, including Managing Partner and Co-Founder of GEOI Solutions (2018–2021), Vice President of Product Management at ProStar Geocorp (2013–2019) supporting the Transparent Earth and PointMan platforms, and President of Sentinel USA, Inc. (1997–2013), where he served as a consultant and application developer for 811 systems and the electric, natural gas, and pipeline industries.

In addition to his professional leadership, Mr. Colby is a co-author on nine patents related to utility asset data collection, precision GPS-driven infrastructure mapping, damage prevention systems, and utility information management. His work has supported major DOT programs, complex urban infrastructure projects, and high-risk utility corridors nationwide, with a consistent focus on improving safety, reducing risk, and modernizing how underground infrastructure data is captured, governed, and used.

Mr. Colby regularly contributes to conferences, research initiatives, and collaborative efforts across transportation, surveying, utility engineering, and infrastructure data management disciplines. He is widely regarded for his ability to bridge applied engineering practice, standards development, executive leadership, and advanced technology to move the utility engineering profession forward.

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Past and Current Volunteer Activities

Current Activities

- **Chair:** ASCE UESI URMD Utility Infrastructure Data Exchange and Security Committee (Current)
- **Vice Chair:** ASCE UESI Utility Risk Management Division ExCom Committee
- **Member:** ASCE 75 Standard Guideline for Recording and Exchanging Utility Infrastructure Data Committee
- **Member:** ASCE Utility Engineering and Surveying Institute and Construction Institute
- **Friend:** Transportation Research Board - Standing Technical Committee on Geospatial and Visual Analytics (AED14)
- **Friend:** Transportation Research Board - Standing Technical Committee on Utilities and Rights of Way (AKL16)
- **Friend:** Transportation Research Board - Standing Technical Committee on Connected and Automated Vehicle Systems (ACF17)
- **Industry Liaison:** Open Geospatial Consortium (OGC) MUDDI Model for Underground Data Definitions and Integration

Past Notable Activities:

- **Member:** Gas Distribution Model (GDM) 2008-2012
- **Co-Founder and Board Member:** Pipeline Open Data Standard Association (PODS) 2000-2008
- **Member / Consultant:** Multi-Speak Initiative 1996-2000

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Statement of Interest Summary – UESI Governor

I would be honored to serve as a Governor for the Utility Engineering and Surveying Institute (UESI). My desire to serve stems from a deep commitment to advancing the utility engineering profession, strengthening the value of ASCE standards, and positioning UESI as a national leader in digital infrastructure transformation. Throughout my career, I have been actively engaged in advancing subsurface utility engineering (SUE), infrastructure data governance, and standards development. As Chair of the UESI Utility Infrastructure Data Exchange and Security Committee, Vice Chair of ASCE 75, and a long-standing contributor to ASCE 38 and related initiatives, I have worked to bridge the gap between practice, policy, and technology. I believe UESI stands at a pivotal moment — where infrastructure resilience, digital delivery, cybersecurity, and asset transparency are converging — and where strong leadership can significantly shape the profession's future.

If elected as a UESI Governor, I would focus on three primary objectives:

1. Strengthening the Strategic Value of UESI Standards and Technical Leadership

ASCE 38 and ASCE 75 have become foundational to the industry. However, the next phase requires ensuring these standards are effectively integrated into federal, state, and municipal programs, digital delivery frameworks, and emerging open data ecosystems. I will work to ensure UESI maintains intellectual leadership while fostering responsible collaboration with organizations such as FHWA, DOTs, OGC, and related industry bodies, protecting ASCE's value while expanding its influence.

2. Advancing Digital Transformation and Data Governance

Utility infrastructure is no longer just physical, it is digital. GIS integration, Digital As-Builts, 3D modeling, metadata standards, and secure information exchange are rapidly reshaping how infrastructure is designed, constructed, and maintained. UESI must help guide practitioners through this transition. I aim to promote practical guidance, education, and policy alignment that supports digital modernization while maintaining engineering rigor and public safety.

3. Expanding Member Engagement and Leadership Development

UESI's strength lies in its volunteers and technical experts. I would like to help expand opportunities for younger professionals, associate members, and multidisciplinary contributors to engage meaningfully in committees and standards development. By strengthening pathways to participation, we ensure continuity of leadership and broaden the Institute's reach.

Ultimately, I view the Governor role as one of stewardship, protecting the integrity of our standards, elevating the voice of utility engineering nationally, and ensuring that UESI remains both technically authoritative and forward-thinking. I am committed to collaborative leadership, transparent governance, and advancing initiatives that create long-term value for our members and the infrastructure community we serve.

I would be honored to contribute at this level and help shape the next chapter of UESI's impact.

