

Rallyday Partners Welcomes Dan Cremons as Strategy Architect to Enhance Value Creation for Portfolio Companies

Rallyday Partners names Dan Cremons Strategy Architect to drive portfolio strategy & value creation, while he continues broader advisory work in private equity.

DENVER, CO, UNITED STATES, August 19, 2025 /EINPresswire.com/ -- Rallyday Partners LLC ("Rallyday"), a Denver-based private equity firm built by founders for founders, is pleased to announce the appointment of [Dan Cremons](#) as Strategy Architect. Dan will continue his broader advisory work across the PE industry while taking on an expanded leadership role with Rallyday, supporting its portfolio companies in sharpening their vision and strategy.

The logo for Rallyday Partners, featuring the word "rallyday" in a large, dark blue, serif font, with the word "PARTNERS" in a smaller, dark blue, sans-serif font centered below it.

PARTNERS

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The people and the mission at Rallyday are what inspire me. From the moment I connected with the team, it was clear that Rallyday is different -authentic, human-centered, and truly founder-first.”

Dan Cremons, Strategy Architect

“Dan brings a rare combination of operator empathy, practical strategy, and creative thinking to Rallyday,” said Ryan Heckman, Co-Founder and Managing Partner of Rallyday Partners. “Our mission is about empowering founders to go big, and Dan is the ideal partner to help our companies design clear, actionable paths forward. He has a gift for making strategy approachable and energizing - even for those who may find the process daunting.”

Dan’s background spans nearly two decades in private equity and operating roles, during which he has advised numerous portfolio companies through transformational periods. Dan is also the bestselling author of "Winning

Moves: 105 Proven Ways to Accelerate Value Creation in Private Equity-Backed Companies," and co-leads the Ascend executive accelerator for PE-backed leaders. As an adjunct professor at the University of Chicago Booth School of Business, he teaches "Value Creation in Small Business"

and draws on his deep experience to demystify strategy for executives at all levels.

“The people and the mission at Rallyday are what inspire me,” said Dan Cremons. “From the moment I connected with the team, it was clear that Rallyday is refreshingly different -authentic, human-centered, and truly founder-first. I’m passionate about supporting leadership teams and boards as they get clear on where they’re going, how they’ll get there, and who they need aboard - always in a way that’s practical, engaging, and energizing. My role is to help make complex choices simpler and to empower leaders to go farther, faster. While I remain committed to working with a variety of firms and leadership teams across the PE space, Rallyday represents a particularly exciting opportunity to go deep with a firm whose values and approach I greatly admire.”

Dan’s work will focus on:

- Facilitating the Strategic Tailfeathers™ Blueprint process within the [RAP program](#);
- Supporting portfolio leaders in crafting and executing value creation plans; and
- Working with the Rallyday team further invest in people-focused programming that delivers greater opportunities for portfolio company leaders and employees to grow in concert with the company.

“Dan’s a builder in every sense—he helps leaders see what’s possible and then equips them to get there,” added Keriann Murphy, Rallyday’s Director of Architecture. “His clarity of thought and energy for people-powered growth are already making a difference at Rallyday and across our portfolio. We’re excited to co-create new product and innovations that elevate our industry together.”

Dan recently recorded an episode of The Founders’ Journey podcast with host Ryan Heckman, CEO and co-founder of Rallyday Partners. In this conversation, they discuss Dan’s transition from private equity leader to strategic advisor, the evolution of value creation, and how a people-first approach is redefining success for PE-backed companies. To listen to the full episode, [click here](#).

This appointment marks a powerful step forward in Rallyday’s commitment to delivering exceptional value and purpose-led growth across its portfolio in service to all its stakeholders.

About Rallyday Partners®

Rallyday Partners® is a Denver-based private equity firm that was built by successful entrepreneurs to provide a better way of serving the aspirations of emerging companies and their leaders. Rallyday’s purpose is to empower leaders to go even bigger, create the most value for the most people, and share in the experience of a lifetime. Drawing upon its four sources of capital – creative, financial, experiential, and human capital – the firm’s ‘by founders for founders’ approach provides an alternative to traditional private equity. More information regarding Rallyday Partners® is available at <https://rallydaypartners.com/>.

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