



# DANIEL FLORENCE

**COO SIXT North America**

Daniel Florence is Chief Operating Officer of SIXT North America, one of the world's first and most successful auto rental companies. Founded in 1912 in Munich, Germany, SIXT started out with a fleet of just three vehicles, and has grown to a leading global provider with a presence in more than 105 countries with branches in over 2,200 locations.

Prior to joining SIXT in 2017, he spent nearly two decades immersed in North American rental car operations. Florence spent 18 years with Dollar Thrifty in the US, holding various leadership roles within operations, and eventually rising to become Area Director. In 2014, he transitioned to Hertz, where he was appointed as a Vice President of Airport Operations. Florence was then tapped by Car2Go to serve as Chief Operating Officer for North America.

Florence received a certificate in Executive Management from The Wharton School of the University of Pennsylvania, and earned both his MBA and Bachelor of Science in Business Management at the University of Phoenix in Phoenix, Arizona. In his downtime, Florence enjoys golfing, spending time with his wife, and visiting his children who attend university in Kentucky. Florence brings a passion for continuous improvement and operational excellence in every dimension of his role.

SIXT is always at the forefront of the car rental industry, it was the first car rental company with a website and the first to accept mobile reservations. SIXT cars are available in almost every major city and tourist destination worldwide, and at convenient locations such as airports, train stations, cruise ports, and hotels.

He lives with his wife in Ft. Lauderdale, FL where SIXT North America is headquartered.

For more information please visit <https://sixt-press.us/>