

Daniel Scharff '09

Daniel is the Chief Executive Officer of [Machu Picchu Energy](#) (Miami, FL), a socially conscious company launching organic energy drinks in Q2 '22 that feature organic, natural caffeine, no preservatives, and category-leading taste. As part of the company's Do Good mission helping kids, he teaches an [entrepreneurship simulator](#) in Miami Public Schools where kids learn to launch their own beverage companies. He's also the founder of Startup CPG, the national community for all food & beverage brands. He was formerly the head of strategy and insights at JUST Egg, and global pricing at Mars Chocolate.