

Dana Shute

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Professional Profile

Proven record of driving growth, optimizing operations, and enhancing trader and client performance in competitive markets. Experienced in designing trader journeys, building proprietary trading tools, leading cross-functional initiatives, and leveraging data-driven insights to improve outcomes. Skilled in strategic leadership, operational oversight, market analysis, and mentoring high-performing teams. Recognized for innovation in trading strategy, market analysis, and team development.

Professional Experience

Top Gun Traders Edge & Top Gun Trade Zones — Founder & Head of Trader Experience

2016–Present

- Founded and scaled Top Gun Traders Edge (live coaching, education, trading signals) and Top Gun Trade Zones (Market Reaction Zones™, proprietary trade-zone alerts).
- Designed frameworks integrating trader education, live alerts, and performance feedback, improving trader decision-making and retention.
- Analyzed trader performance and market data to refine proprietary tools; coached ~25–40 traders with measurable performance gains.
- Developed confluence indicators and trend-adaptive trading systems across futures, equities, and options, emphasizing risk management.
- Managed product delivery, trader onboarding, subscription management, and ongoing support with a lean team/partner model.
- Oversaw marketing, client engagement, and educational content creation, positioning services as leading resources for active traders.

STRATiFi (formerly LOG-E Risk Advisors) — Director, Marketing & Business Development

Boston, MA & San Francisco, CA | 2014–2016

- Increased AUM by \$40M in five quarters by cultivating HNW, institutional, and RIA relationships.

- Collaborated with internal teams to develop bespoke option overlay solutions tailored to client goals.
- Designed and executed marketing strategies, creating collateral, presentations, and digital content.
- Streamlined cross-team processes to enhance client onboarding, communication, and product delivery.

Private Wealth Manager & Trader

2007–2014

- Managed high-net-worth friends and family portfolios, integrating discretionary trading with tailored investment strategies.
- Provided futures trading strategies, risk management, and performance reporting; monitored client objectives and risk tolerance.
- Managed all aspects of business development, sales, marketing, and relationship management.
- Responsible for administration, banking, funding, and account management. Developed and executed derivative overlays and single stock risk overlays to mitigate downside risk while enhancing upside potential.

Kottke Associates (now Hehmyer Trading + Investments) — Senior Portfolio Manager

Chicago, IL | 2002–2006

- Evaluated proprietary trading systems and individual trader performance to identify inefficiencies and optimize execution.
- Partnered with principals and quantitative engineers to develop/refine trading systems, contributing to revenue growth and diversification.
- Produced actionable performance reports and coaching recommendations for executives.
- Maintained flawless execution and reporting across proprietary systems, ensuring operational accuracy.
- Mentored traders in system usage, strategy refinement, and risk management best practices.

Goldman Sachs / Hull Trading Company — Portfolio Manager (Goldman) / Equity Derivatives Trader and Portfolio Manager (Hull)

Chicago, IL | 1997–2001

- Executed various equity derivatives strategies at Hull Trading; transitioned to Goldman Sachs Portfolio Manager role after acquisition.
- Managed multi-asset derivative portfolios and trained junior electronic traders.
- Developed structured trading guides that reduced execution errors by 65%.

- Worked closely with senior leadership and risk teams on portfolio construction, hedging strategies, and market microstructure analysis.

U.S. Navy — Naval Aviator, Fighter & Test Pilot; Operations Officer; Nuclear Safety Officer

Naval Air Weapons Center, NAS Point Mugu, CA | Earlier Career

- Elite Naval Aviator, fighter and developmental test pilot with 200+ carrier landings; Persian Gulf War veteran.
- Led operational programs and managed multi-million-dollar budgets with precision and accountability.
- Oversaw ~250 personnel across Communications, IT Risk, and Public Affairs functions.
- Directed JAG audit team, identifying inefficiencies and saving \$2.8M.
- Hand-selected to lead ten-member team presenting critical Navy operational and accounting data to a Senate commission.
- Awarded multiple decorations for leadership, operational excellence, and mission performance.

Education & Certifications

B.S., Cornell University

Commissioned Naval Officer, Aviation Officer Candidates School, Distinguished Naval Graduate (First in Class)

Key Competencies

Trader Experience & Coaching | Strategic Leadership | Operational Oversight | Data-Driven Insights | Marketing & Business Development | Team Leadership