

Danny Gonzales

President & Executive Producer



An Atlanta native, Danny discovered his passion for video production while volunteering as a missionary in Mexico after high school. Later, his extensive career experience in the world of digital video creation and marketing with local companies throughout Atlanta and North Georgia led him to found Optimum Productions, a full-service video marketing company in the March of 2007.

The mission of Optimum Productions is a reflection of Danny's personal mission in life, which is to not only to spur creativity and drive results, but also to be actively involved and consistently present positive and meaningful messages for the betterment of our local community, and the world at large. Optimum Productions works with many brands such as Procter & Gamble, NCR, Coca-Cola, HD Supply, SunTrust and many more private and public companies across the US.

Danny has over 15 years experience in marketing strategy and video production working nationally and internationally. Maintaining a detailed marketing strategy, meaningful business insights and creative vision gives Danny the unique ability to routinely exercise his left and right brain equally on a daily basis for his clients. His unique talents, approach and accomplishments are unmatched as he continually garners award-winning results including 9 Telly Awards for client productions. He is driven by results, ROI and ultimately solving clients' challenges with innovative video solutions.

Danny resides in Cumming, GA with his wife Julie and has been blessed with 4 beautiful children. Danny also enjoys spending time with his family, playing golf, cooking on the Big Green Egg, watching movies, flying planes and hosting the show IndustrialSage.