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## BUSINESS MANAGEMENT

Founder and President of **InfoCentre**, an executive mentoring and business consulting company, specializing in web development, photography and Internet software technologies and helping companies exceed their goals by implementing creative financing, marketing, sales, and business strategies that leverage corporate resources to empower client companies to succeed. Specializing in raising equity funding for clients through private placements. ([www.InfoCentre.biz](http://www.InfoCentre.biz))

Served as President and Chief Operating Officer of **IBN Media LLC**. IBN is a retail media provider of narrowcast in-store video content, digital coupons and offers and advertising for delivery within supermarkets and other large retailers. It's patented "perfect media" technology enable large retailers to personalize offers for their customers in real time, while they are in the store, through interactive shelf screens or personal smartphones or tablets.

Vice President and Branch Manager at **JPMorgan Chase Bank** in the Foothill Village branch in Salt Lake City, Utah. Provides banking and financial services to clients throughout the Salt Lake metro area. Responsible for the best percentage (563% Increase year over year) investment balance growth in the Utah-Nevada market in 2013. 50% better business revenue than top ten percent of peer group branches throughout the United States. 82% improvement year over year for business loans & lines of credit than top ten percent of peer group. 46% better performance year over year than peer group for sales production for consumer checking accounts and 65% better year over year sales production for savings accounts and 33% better for business checking accounts than the top ten percent of peer group nationally. 202% better sales performance for credit cards than the top ten percent of peer group. The national peer group consists of over 500 banks nationally of similar size and demographics.

Vice President of Sales for **Jabbertise.com**, an Internet company delivering mobile coupons via cell phones throughout the United States.

President & CEO – **KW Nexus, LLC** (Now KANZEN LLC – a semiconductor chip design company which owns the patent to Nano Emission Technology. Raised \$1.6M to fund R&D & commercialization efforts for the firm.

President & CEO of **R2 Financials, Inc.** – a venture capital firm headquartered in New York City specializing in technology, healthcare, real estate and financial services. Raised \$1M in private placement to fund the firm.

CEO of **Noomail Management S.A.** of Paris, France – founded and managed this worldwide web-based email and business services company. ([www.noomail.com](http://www.noomail.com) – renamed [www.jooce.com](http://www.jooce.com) launched in 2007). Raised over \$1.5 million to fund operations from one of the largest VC funds in Europe (<http://www.mangrove-vc.com/>).

Served as Senior Business Analyst for **Squire & Company, PC**, (<http://www.squire.com/>) the largest locally-owned Certified Public Accounting and Management Consulting firm in Utah. Provided management consulting services and Microsoft Great Plains accounting software.

Served as Senior Business Analyst for **International Profit Associates** of Chicago (<http://www.ipa-iba.com/>). Traveled throughout the United States meeting with clients and conducting intensive business analysis. Sold \$5.4 million in consulting work within five months.

President, CEO and co-founder of **MoneyPark.com**, (<http://www.moneypark.com/>) an Internet company specializing in the financial industry. Oversaw the company during its formative early stage, developed the business and marketing plan. Implemented all marketing and sales initiatives for the company. Raised over \$600,000.00 through private placement. Designed and oversaw the development of proprietary software applications to service the financial industry.

As President, C.E.O. and founder of **Action Plus Software**, a world leader in contact management and personal productivity software, bootstrapped the start-up of the company, managed all day to day operations, interviewed, hired and trained management and staff positions. Personally designed and managed the development of all software products and upgrades for all products over a six year period.

Served as Vice President of Technology for **Franklin-Quest** Company (Now called **Franklin-Covey** (<http://www.franklincovey.com>), the world's leading provider of time management seminars and day planner products. Managed staff of 65+ employees in the company's technology division and served on the corporate Executive Management Committee. Responsible for development of the Ascend product

Served as Vice President of Marketing & Sales for **Engineering Geometry Systems** – acquired by **Delcam** in 2005 ([http://www.featurecam.com/general/about/fc\\_history.asp](http://www.featurecam.com/general/about/fc_history.asp)). Developed the business and marketing plan to productize 3D computer aided visualization and manufacturing technology from the University of Utah and negotiated a \$1 million strategic alliance investment with Bridgeport Machines and launched worldwide distribution and promotion for innovative CAD/CAM software developed by the company.

Formed and successfully managed companies in various industries including Software, Computers, Restaurants, Interior Design, Mining, Real Estate, Sales & Marketing Consulting Internet, Mortgage Lending & Food Distribution and responsible for budgets of over \$15 million annually, including staffs of over 500 employees. Licensed mortgage loan officer. After acquiring a company losing in excess of \$500,000.00 per year, was responsible for eliminating the loss and increasing annual profits to over \$360,000.00. Responsible for the targeting of potential corporate acquisitions and acted as a principal negotiator in the purchase of businesses valued at over \$5 million. Published children's iPad eBook in the Apple App Store. (<http://goo.gl/a4FGq>)

## MARKETING & SALES

Responsible for the launch of numerous products, including development of all strategic marketing plans, collateral materials, national and regional advertising, public relations, road shows, product packaging, and trade shows. Hired and trained scores of successful sales professionals.

Author of "**Business Really Does Grow Like Trees**". A book about re-engineering business around the law of the harvest. The book is a step-by-step guide to help owners and managers of businesses to find greater satisfaction and profitability in their professions while making their companies more responsive to the needs of their customers.

Developed the popular **Critical Path Selling System**. A system that imposes structure in the sales cycle and enables sales professionals to sell more in less time. Expert in automating the selling process including direct mail, telemarketing, and managing Customer Relationship Management (CRM).

Managed the fastest growing **Entre' Computer Center** in the history of the company. Generated over \$525,000.00 in monthly revenues after just seven months of operations.

Formed and managed **Pacific Dynasty Foods**, a Food Distribution Company that grossed over \$8 million in its first year of operation.

Conducted a successful worldwide marketing campaign to sell a \$10.5 million Mansion in La Jolla, California.

Produced numerous marketing and training and marketing video tapes distributed worldwide.

Traveled extensively throughout the United States, Europe and the Far East conducting technical and sales training courses.

Developed successful public relations campaigns resulting in tens of thousands of customer interest inquiries at little or no cost.

Engineered numerous successful direct mail campaigns that brought returns as high as 28% response/purchase rates.

## TECHNOLOGY

Developed hundreds of successful Internet sites and developed numerous successful business plans and marketing plans for Internet companies.

Responsible for the installation of hundreds of computer systems throughout the world.

Designed and implemented scores of commercial business software programs developed to automate and streamline the business activities of companies in the health care, distribution, banking, insurance, food services, and real estate, venture capital and residential mortgage industries.

These software systems were developed using various languages including Assembler, C++, JavaScript, C, C#, various Databases, PHP, SQL, MongoDB & HTML5.

Developed statistical multivariate analysis system used by **Zions Bank ([www.zionsbank.com](http://www.zionsbank.com))** (a major regional bank headquartered in Utah) to determine whether to honor NSF checks for over 125 bank branches every night. Has been online for over seven years.

Worked with hundreds of companies to design and develop custom software programs to automate sales and marketing functions, statistical analysis, executive information systems, and accounting programs.

Managed teams of high-level programmers and successfully produced numerous commercial software titles for domestic and international distribution. Worked within budgets and deadlines to deliver products and upgrades on a regular basis. Balanced resources to meet aggressive delivery schedules. Motivated members of programming teams to product beyond expectations. Developed complete technical specifications to direct the efforts of the programming staff while also making it understandable to customers and clients.

Personally produced numerous software user manuals from start to finish. Experienced technical writer, proficient with all word processing, desktop publishing, and graphics programs.

Personally designed and supervised development of a complete Windows-based Accounting system, as well as a Windows-based CRM system and numerous Internet-based applications.

Extensive experience in web design and development as well as graphic design tools, including Photoshop, Adobe InDesign, and Microsoft Office and photography.