

Experience

2003 to present

Consultant, Sloan Creative Group, Inc.

Business consulting and interim-CEO services for small business leaders.

Specialties include:

- Project management- from marketing campaigns to interstate relocation of operations
- Process documentation, analysis, and improvement
- Relationship selling, database marketing, and CRM
- Web marketing
- Financial analysis
- Executive and key employee coaching

2003 to 2006

Creative Director, Sloan Creative Group, Inc.

Print and web marketing to help local businesses across the US compete against large, international competitors.

Duties included:

- Consultative selling to help clients benefit from coordinated web and print advertising
- Project management
- Customer relationship management
- Ongoing maintenance and support of our proprietary CRM system (VB/SQL)
- Campaign concepts, development, and execution to and for our clients
- Team leadership, training, and development
- Identifying, negotiating, and maintaining vendor relationships
- Some HTML coding and Wordpress customization

2004 to 2005

Contract Design Consultant, Telstar Software Services*

Assisted Telstar with the design of a CRM web application product for small businesses.

Duties included:

- Product specification
- Data design
- User interface design
- Business logic design

*Telstar Software Services, Redmond, WA, created a number of custom sales and CRM tools for Microsoft's internal use.

1999 to 2003

Lead Designer, The Greenfield System

Start-up offering VB/SQL ERP software for independent office supply dealers that included: CRM, sales management, order processing, inventory control, and sophisticated purchasing tools.

Duties included:

- Administrative and project management
- Product specification
- User interface and business logic design and development
- Implementation, documentation, and training leadership
- Sales and support

2000 to 2001

Chairman of the Board, Independent Stationers Buying Group

Leader of the premiere marketing and purchasing cooperative for independent office supply dealers in the United States, with 570 members representing \$3.5 billion in end-users sales in all 50 states.

- Helped negotiate the e-commerce partnership that now serves most group members who now receive several hundred million dollars of sales via this tool annually.

1990 to 2000

President, South Coast Stationers, Inc.

Bought and built a leading distributor of office supplies, furniture, and printing in Orange County, CA.

- Turned around unprofitable, stagnant operations via process improvement via training, and technology
- Increased inventory turns 200%
- Doubled productivity as measured by gross profit production per full-time equivalent
- Developed training materials for every position in the company, especially for sales and customer service staff
- Built to \$5 million in sales by focusing on systematized relationship selling against mass merchandiser competitors (Office Depot and Staples) while 50% of all independent office suppliers in the US went out of business during the same period
- Paid off financing five years ahead of plan
- Successfully sold operations in 2000 (400% ROI)

2000 to 2002

Board Member, National Office Products Association

Led effort to agree upon industry-wide XML EDI standards, but ran into insurmountable inertia from powerful players with proprietary standards they used as impediments to competition.

1998 to 2000

Board Member & Vice Chairman, Independent Stationers Buying Group

1998 to 2003

Partner, AdGrafix

Marketing, web, and graphic design firm serving mainly independent office supply dealers.

1998

Lecturer, Independent Stationers Buying Group

Developed curriculum and led 3-day class on Maui, HI that helped small business owners with coordinated business and life planning.

1996 to 1998

Guest Lecturer, University of California, Los Angeles

Invited to speak in undergraduate courses on business ethics.

1989 to 1990

Sales Manager, South Coast Stationers, Inc.

Managed existing sales force while recruiting and training new sales representatives.

1988 to 1990

Account manager, South Coast Stationers, Inc.

From prospecting to major account responsibility, I quickly became top sales person serving small and medium businesses (5-300 employees) with office supplies, furniture, and printing.

1985 to 1988

Realtor, Fred Sands Realtors

Sold houses and condominiums in Santa Monica and Venice Beach, CA during and just after college.

Education

1989-1990

University of California, Irvine, Graduate School of Management

Completed core course work for M.B.A. before leaving to purchase South Coast Stationers.

1982-1986

University of California, Los Angeles

Bachelor of Arts, with departmental honors in economic/architectural history.

Accomplishments and Awards

Carey McWilliams Prize for Outstanding History Thesis of the Year 1986

Outstanding Senior nominee, UCLA 1986 (roughly 10 nominees of a class of 7,000)

Chancellor's Banner Marshall for outstanding service to UCLA, 1986 (30 of a class of 7,000)

Languages

English – native fluency

French – some conversational

Hungarian – my mother is a native speaker, I speak survival level

International Experience

Extensive annual travel in Western and Central Europe from the late 1980's through the 1990's.

Family in Wien, Budapest, Debrecen, and Praha.

Traveled solo around the world with a backpack for six months in 1987 visiting Europe, India, Nepal, Thailand, Singapore, Indonesia, Japan, and Australia.

Internship in a Zürich architectural office, summer of 1987.

References

Available upon request