

OBJECTIVE

To use my brand building experience to help companies dominate competitors, strengthen short-long-term revenues and focus expenditures towards productivity while reducing costs. I am seeking to maximize a company's genetic potential and secure leading position in their space.

PROFILE

I possess a 20+ year career of creating brands in several industries. I am a high energy, creative and dynamic thinker with exceptional ability to communicate vision. I am highly resourceful, goal focused and a self-starter with vast entrepreneurial expertise from hands-on executive experience architecting business operations and sales. I have demonstrated ability to realize enormous results with every company I've joined.

OVERVIEW

- ♦ **Profit:** Early in my career I adopted a philosophy that the only true measure of success is results, and a business is measured by profit, and profit is a result of customers. I have accolades in increasing and maximizing customer bases that result in bottom line profit.
- ♦ **Entrepreneurial Team Player:** Serial entrepreneur; out-of-the-box strategies; expedite growth; build and form strong teams; identify 3rd parties for non-essential elements
- ♦ **Technology:** Experience developing custom software since 1996; identifying and integrating open source and licensed software; creating teams to develop custom software applications.
- ♦ **Web:** 15 years experience envisioning, developing and marketing websites; generate high traffic (ie. >1M hits per month); creative and self-taught in many software disciplines; team of creative professionals;
- ♦ **Self-starter:** Point me in a direction and watch the results; hands-on mindset; utilize available resources; dynamically learn new skills and materials quickly.
- ♦ **Communication:** Passionate and persuasive by nature with excellent written and oral communication skills; social and professional networker; proven ability to communicate with and sell to a range from C-level executives to the general public.
- ♦ **Problem Solving:** I believe that obstacles are those things we see only when we lose sight of our goals. Whatever the obstacle, there's a way to overcome and succeed abundantly. I specialize in identifying and avoiding problems to eliminate the redline on the company's odometer.

PROFESSIONAL HISTORY

Sept 2009 – Present	Social Dashboard Marketplace FOUNDER	Dublin, CA
	<ul style="list-style-type: none">• A startup social networking platform• Combines Facebook, Linked In, Ebay, Amazon, YouTube, Webinars, Documents, News• Developed look and feel; designed page flow; secured intellectual property (patents, trademarks)• Received software development support from Sonova Ventures• Over 1,500 articles / blogs written about platform before launch	
June 2006 – Present	New Home Alliance Corp: Green Materials and Learning Center FOUNDER	Dublin, CA
	<ul style="list-style-type: none">• A startup green building material distribution company• Widely considered the Whole Foods of the construction industry.• Over 250,000 hits per month to the website• Over 5,000 articles before launch (Wall Street Journal, Entrepreneur, CNN, NY Times, SF Chronicle, magazines, blogs, etc)	
Jan 2007 – Dec 2007	The BiOil Corporation INTERIM CEO / CONSULTANT	San Rafael, CA
	<ul style="list-style-type: none">• A startup biodiesel company specializing in collecting WVO and refining it into biodiesel• I learned the industry and formed relationships with the largest suppliers in the world• Identified market weakness and authored 49 page business plan to raise \$99M USD.• I developed the brand, logo, website, business plan, identified investors• Received so much attention due to my corporate branding that the President of this startup company was asked to speak at conferences and advised several state DOTs	

April 2004 – Dec 2006	Rich Rifkin Partners REAL ESTATE DEVELOPER	Tiburon, CA
	<ul style="list-style-type: none"> • A startup Real Estate development firm • Designed / Built approximately \$9M in projects 	
June 2000 – April 2004	1 st Nations Mortgage Corporation INTERIM CEO / CONSULTANT	Charlottesville, VA
	<ul style="list-style-type: none"> • Hired to turn small business into big business • In 3 years went from 4 employees and one “C” location to 120 branches / net branches • Wrote business plan and new sales promotion and marketing materials • I personally trained the President, employees, sales staff • I identified and formed relationships with key investors 	
Jan 2000 – May 2000	Broward Funding Corp CONSULTANT	Hollywood, FL
	<ul style="list-style-type: none"> • Hired to salvage this 30 year old company, which had fallen to just 2 employees • Within 3 months I identified new markets, started new investor relationships, and became in-house lender for the 19 top home improvement companies in South Florida • Went from 3 loans per month to over 300 applications per month in just 6 months 	
Jan 1999 – Dec 1999	International Beer and Pizza Company CEO	Denver, CO
	<ul style="list-style-type: none"> • Startup in 1999. Sports bar concept with 80 micro-brewed beers on tap, 150 total micro-brewed beers, 200 pizzas on an international pizza menu. Big screen televisions and a Key West Tiki Hut décor. • Created menu. Built restaurant. Hired managers / employees. Formed supplier accounts and relationships • Realized \$25k per week revenue in first month. • Achieved 36% combined food and labor costs. 	
May 1996 – Jan 2001	The Loan Calculator [TM] FOUNDER	Denver, CO
	<ul style="list-style-type: none"> • I designed the software for Sandy Key Mortgage in 1996 • Considered the first robust loan calculator in cyberspace. • Distributed software worldwide for 4 years • Became the most widely used amortization calculator in on the web 	
March 1990 – March 1999	Sandy Key Mortgage, Inc CEO	Denver, CO
	<ul style="list-style-type: none"> • Startup in 1990 – became largest mortgage company in largest county in Florida • Restarted in 1996 (relocated to Colorado) • Became Official Lender of Alta Vista Search Engine, Northern Light and Alexander Finance. • Peaked at around \$360M in new loan originations per month. • Recognized as one of the first big mortgage companies on the internet. 	
Feb. 1989 – May 1990	Central Florida Classifieds (now “The Classifieds”) FOUNDER	Orlando, FL
	<ul style="list-style-type: none"> • Started in my freshman year at Rollins College • Featured classified ads, display ads, movie listings, and personal ads. • Within 2 months we were distributing 40,000 copies per week 	

EDUCATION

Rollins College	Developmental Psychology / Philosophy	1990
St. Edwards Upper School	College Preparatory High School	