

PROFESSIONAL PROFILE

Solutions-oriented and highly analytical possessing, 8 years of CEO level management experience and over 20 years of business experience in the information technology industry. Senior level experience in the management of IT teams; possessing a broad base of knowledge in a variety of programs and computer languages. Well versed in the development and execution of business planning and strategic development. Well organized with self motivation, creativity, and initiative to achieve goals.

KEY STRENGTHS

- Project Management
 - Staff Management
 - Self Starter
 - Cost and Budget Planning
 - Time Management Planning
 - Training and Mentoring
 - Strategic Planning and Implementation
 - Marketing and Sales
 - System Integration and Deployment
 - Entrepreneurial
 - Public Company Experience
 - Online Sales and Development
 - Software development and programming
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CAREER HIGHLIGHTS

- Public market experience as CEO of a publicly traded online development and marketing company
 - Successfully launched a company from startup through to going public
 - Author of *Landing Page Optimization for Dummies* which teaches readers the principles of online selling
 - Development of large scale \$300k web portal project in Britain and AutoTradeCenter in the United states
 - Successfully helped a number of small startups with business mentoring to build successful businesses
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PROFESSIONAL EXPERIENCE

BUSINESS CONSULTANT: Helping small business integrate and look for opportunities to expand business revenue, direction and well as provide business mentoring and training.

AUTHOR: Co-author in collaboration with brother, this book, called “*Landing Page Optimization for Dummies*” from John Wiley & Sons Publishing is marketed in 4 counties and is sold in electronic and book format. The book covers how to design, monitor and maintain a landing page to convert passive visitors into paying customers.

PRESIDENT/CEO OF WAVEFIRE TECHNOLOGIES: Handled all aspects of running a company publically traded on the TSX exchange, including all day-to-day operations as well as public filing.

IT MANAGER OF WAVEFIRE NETWORKS: Manager of a team of 15 individuals. This team was responsible for the integration of technologies, technical support of parent company (WorkFire) as well as new idea creation and implementation.

OKANAGAN CONNECT: Online business development and design. Business model encompassed not only the development of the business plan but also the production of the applications, logos, design, flow and maintenance.