

IVAN W. STEIN

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BUSINESS DEVELOPMENT MANAGER

Business Planning / Technical & Creative Expertise / Vegan Lifestyle

Passionate and dedicated professional with extensive experience conducting business planning and development activities for start-ups and established companies. Skilled at evaluating current processes, developing recommendations for improvement, and implementing strategies, credited with achieving investor funding and expanding market potential. Collaborative communicator, focused on building customer relationships and top-performing teams to drive positive change, comprehensive business approaches, and increased profitability.

Core competencies include:

- Strategic Business Planning
- Business Development
- Account Management
- Sales & Marketing Planning
- Team Building & Leadership
- Revenue & Profit Growth
- Cost Reduction & Avoidance
- Product Development
- Operations Management
- Creative & Production Skills

PROFESSIONAL EXPERIENCE

TRISTAR MEDIA GROUP, LLC, Sarasota, Florida
BUSINESS/MARKETING CONSULTANT (2009 – PRESENT)

Plan and implement business development strategies for new and established companies. Evaluates current client activities, develops recommendations, and applies extensive business knowledge, subject matter expertise, and technical skills to create effective multimedia sales and marketing resources and campaigns.

Selected accomplishments:

- Established 501c3 sustainable nonprofit entity including preparation of documentation to achieve nonprofit registration with the IRS, development of nonprofit mission/vision and charitable programs, and creation of website and promotional video
- Transformed vegan restaurant operations and marketing to increase sales and achieve profitability, lowered food costs, hired/trained employees, redesigned marketing collateral, improved customer satisfaction and market penetration without an advertising budget
- Developed alternative health information website portal performing selection of product vendors, implementing an ecommerce strategy, and creating marketing collateral materials
- Produced a blueprint for a sustainable community development, defining community operations from governance and lifestyle to sustainable food production, developing a website, and directing a scripted promotional video
- Generated the production plan for a sustainable reality TV show including casting selection protocol, operation schedule and budget, marketing and promotion, film location sourcing and entertainment format
- Created 6 websites utilizing Joomla CMS, 70 educational videos (resulting in over 6 million views), 48 hours of recorded radio commentary, and 2 crowdfunding videos
- Highly proficient in multimedia graphics development utilizing Photoshop and Sony Vegas Pro

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ADVANCED COMPUTER SOLUTIONS, LLC, Park City, Utah
OWNER/MANAGER (1997 – 2009)

Founded and operated successful computer retail and consulting business delivering high standards of computer hardware, software, and networking support services. Managed and trained a team of 7 employees to maximize their technical and personal skills.

- Built a business that achieved \$1M in annual sales, and expanded to 2 store locations with a combined 4,000 square feet of retail space
- Built retail inventory value and volume from bootstrap without additional financing
- Acquired and repaid a \$60,000 high interest loan to finance expansion for 2nd storefront
- Managed website development, hosting and administration for Unix and Linux servers running Plesk, WHM, CPanel, Apache, MySQL, WordPress, Joomla and other CMS applications
- Provided complete IT solutions for businesses including service and repair of hardware and software, network security, remote access, Microsoft Windows and Exchange Mail Servers

VENTURE CAPITAL FIRM, Salt Lake City, Utah
V.P. NEW MARKET DEVELOPMENT (1994 – 1997)

Joined venture capital firm to help fledgling and startup companies achieve capital funding and public stock offerings. Wrote business plans to determine product and market viability, assist in business expansion, raise venture capital and support initial public offerings. Business plans written in Microsoft Word, financial forecasts in Microsoft Excel utilizing short and long-term recursive projections.

NU-TECK, LTD, Centerbrook, Connecticut
OPERATIONS MANAGER (1989 – 1994)

Hired to manage product research, development and manufacturing operations for a startup venture that developed optoelectronic products for consumer markets. Wrote business plan and raised \$1 million in venture capital funding through an international investment group.

UNITED TECHNOLOGIES, INC, Farmington, Connecticut
MICROCOMPUTER DESIGN ENGINEER (1985 – 1989)

Recruited directly from college to design flight data recording computers for the aerospace industry. Implemented new CAD circuit layout system, created instructions and trained other engineers in the design, layout and simulation of integrated circuits utilizing HP Unix based microcomputers.

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Registered owner of U.S. Patent 4,830,007 (Fetus Learning System), May 16, 1989
Registered design engineer of German Patent 3,906,999 (Piezoelectric Pulse Generator) Sept 13, 1991

EDUCATION & CREDENTIALS

Bachelor of Science in Electrical Engineering and Computer Science
UNIVERSITY OF CONNECTICUT | Storrs, Connecticut