



EDMUNDS.COM, INC.

Santa Monica, CA

**Vice President**

1999

*Operations* (continued)

- ▶ Served on the Executive Steering Committee which created the company's stock option and benefits plan.
- ▶ Successfully saved the company \$2 million by negotiating a strategic multi-year sublease contract.
- ▶ Reduced the \$10 million operational budget by 20%.
- ▶ Negotiated the employment terms of the company's CIO, CFO and General Council.

1997 to 1999

*Corporate*

Supervised the development and production of the company's web site, www.edmunds.com, including the creation and execution of the successful business plan. Cultivated, negotiated and managed web-based business relationships. Managed the development, production and distribution of 12 printed consumer-pricing guides yearly. Organized and implemented the company's budget. Headed the development, production and distribution of 8 CD-ROM packages.

- ▶ Site was named best in usability by User Interface Engineering.
- ▶ Received International Academy of Digital Arts and Sciences Award for best site in the category of Money.
- ▶ Created an Edmund's case study with Harvard Business School, which is currently used to teach e-commerce at business schools throughout the country.
- ▶ Built a custom automotive CD-ROM for NASA to be used recreationally on the Mir Space Station.
- ▶ Supervised a vehicle identification support team for law enforcement agencies nationwide.

1995 to 1997

AQUARIUS ENTERPRISES

El Segundo, CA

**Marketing Manager**

Introduced e-commerce and began internet initiatives for the company. Developed new product as well as planned, organized and implemented product introductions through effective marketing campaigns. Coordinated the creation of marketing materials such as brochures, fliers, newsletters and company product information.

- ▶ Increased productivity through the introduction of mapping technologies for the sales force.

1991 to 1995

UJA-FEDERATION

New York, NY

**Assistant Director**

Participated in departmental strategic planning for the largest local philanthropy in the United States. Assisted the Program Director in determining program objectives and personnel policies for over 100 employees. Trained and oriented new employees, including supervisors and evaluated the progress/performance of fund raisers.

- ▶ Increased revenue by 40%
- ▶ Set up a system for evaluating applicants in a high turnover industry.

**OTHER EXPERIENCE:**

1998 & 1999

UNIVERSITY OF SOUTHERN CALIFORNIA

*Marshall School of Business*

Los Angeles, CA

**Guest Lecturer** - Knowledge Management, Intermediation & Digital Products.

**EDUCATION:**

YESHIVA UNIVERSITY

New York, NY

**Bachelor of Arts Degree in Sociology**

RABBINICAL COUNCIL OF AMERICA

New York, NY

**Associate Degree in Talmudic Studies**