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Communications Expert, Business Strategist, Organizational Consultant and Executive Coach

Presentation Excellence, Executive Director, 1999-Present

- Founded Presentation Excellence, a total resource center for executives who demand winning presentations and need consultants, trainers and speakers. (www.presentationexcellence.com)
- Provide training/coaching and consulting for executives on presentation design, public speaking & team sales training; also facilitate offsite management “advances”. Clients include: McGraw-Hill, Summit Partners, Tishman Construction, Rockefeller University, Cytec, Sterling Bancorp and InSite One.
- Keynoter and speaker at programs hosted by a wide range of groups including New York Venture Summit, the New York Blood Center and Cluett International (Arrow Shirt)

PortfolioPR, Principal, 2000-Present

- Co-founded and principal for PortfolioPR an investor relations, public relations and marketing communications firm serving companies in North America and Israel. (www.portfoliopr.com)
- Responsible for operations, human resources, public relations and marketing.
- Provide IR clients with Corporate Governance & RegFD guidance, website and presentation design, and public speaking coaching. Clients include: Curtiss-Wright, McGraw-Hill Construction, NUR Macroprinters, On Track Innovations, RiT Technologies, Baran Group, Tower Semiconductor, and Keryx Biopharmaceuticals.

Brilliant Image, CEO, 7/83-5/99

- Co-founded a presentation graphic design company. Profitable for 12 consecutive years, serving over 5000 executives at investment banks, PR/IR firms and Fortune 1000 firms.
- Built two additional product lines, growing company to three divisions:
 - Built a graphic design service which became a multimedia division
 - Created a generic PC graphic imaging strategy and developed strategic alliances with software firms (e.g., Microsoft, Software Publishing and Lotus) to build one of the country’s leading 24/7 providers of slides and pitch-books.
 - Developed a trade show graphics division, selling portable display exhibits and graphics.
- Created sales department, hired trained, coached and supervised sales and customer service staff.
- Created marketing programs, including seminars for customers and print advertising.
- Handled public relations campaigns.
- Set up finance department, negotiated bank loans, set budgets, cut costs and set prices.
- Developed Human Resources Department including standards and policies.
- Served as legal counsel.
- Negotiated “buy-out” creating C2Media, Inc.
- Elected President of Industry Trade Association, IAPP

Dental World, Corporate Administrative Director and Center Director, 4/82-4/83

- Organized turnaround for this innovative, public company that pioneered Center-based dental care, turning it profitable within a year.
- Defeated effort to unionize; cut costs; developed marketing programs; generated new business; supervised staff of 90.

General Research Corp., Division of Flow General. Director, Human Service Systems, 11/81-1/83

- Developed FlowCHEC, a consulting program designed to help large corporations control health costs.
- Managed development of a successful proposal to US Army on basic training.

Office of Congresswoman Mikulski, Legislative Assistant for Health & Environment, 9/80-12/81

- Analyzed, drafted and negotiated legislation.
- Provided legislative-oriented constituent services.

Planned Parenthood, Director of Research and Evaluation, 2/75-9/80

- Analyzed and evaluated services in five clinics to 70,000 “consumer/patients” visits.
- Conducted, and obtained funding for, research studies on services to teenage women.

Head Start, Consultant, 1972-1974

- Designed and implemented first national study to assess service needs of handicapped children; study convinced Congress and President to allocate \$50 million for services; then chose 10 model sites.

TEACHING RELATED EXPERIENCES

- Currently teaching Management Skills (MBA program) and Management Strategy at Baruch College (CUNY); Previous assignments include: John Jay College of Criminal Justice; Brooklyn, Baruch College and Queens Colleges, Pace University and American University. Specialized in teaching such psychology courses as: social, personality, organizational, child development, and Law and psychology.
- Since 1974, supervised almost 500 interns ranging from high school through graduate schools.

EDUCATION

Ph.D., Psychology, CUNY Graduate Center, 1979
JD, Legislation/Public Policy, New York Law, 1980

PROFESSIONAL LICENSES AND ASSOCIATIONS (Abridged list)

New York State Bar Association, 1980
U.S. District Court for the Eastern and Southern Districts, 1980
International Association of Presentation Professionals (President, 1996-1999)
National Association of Sales and Marketing Executives
National Investor Relations Institute

PAPERS, PUBLICATIONS & PRESENTATIONS (List available upon request)