

SHAI PEREDNIK

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DIRECTOR OF INFORMATION TECHNOLOGIES, STRATEGIES & SOLUTIONS

"Shai's commitment to corporate success is underscored by his ability to lead growing organizations, meet corporate objectives, and bring teams together to provide unparalleled support and assistance."

– Cuong Nguyen, Senior Financial Analyst

- Dynamic professional offering an impressive background in computer support, business automation, database architecture and global-wide Internet sales. Present a strong mix of business acumen, service operation, and technology experience, with a solid understanding of technology services and solutions.
- Excellent communication, organization and interpersonal skills, written and verbal. Confident speaker and negotiator. Possess the technical experience needed to drive sales and deliver presentations that clearly define and communicate product direction and technological advantages.
- Build motivated and productive teams capable of taking operations to the next level of success.
- Computer proficient in Windows XP/NT/2000, MAC OSX, Microsoft Office Suite (Word, Excel, Access, PowerPoint), MS FrontPage, Dreamweaver, PHP, ASP, VB, VBA, Access, HTML, XML, JavaScript, and the Internet. Able to master complex systems and applications in a minimum of time.

AREAS OF EXPERTISE

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|------------------------|--------------------------|----------------------------|-----------------------|
| ■ Business Automation | ■ Systems Administration | ■ Database Management | ■ Computer Support |
| ■ Pricing & Purchasing | ■ Website Development | ■ Innovative IT Strategies | ■ Project Leadership |
| ■ Vendor Negotiations | ■ Client Communications | ■ QA & Customer Service | ■ Strategic Solutions |

PROFESSIONAL EXPERIENCE

DIRECTOR OF INFORMATION STRATEGY & TECHNICAL SERVICES

CSTS, Inc., Brea, CA

2008 – Present

- Direct and manage all IT technical strategies, services and solutions, including oversight of networking, computer equipment and maintenance, for this leading engineering design firm producing turnkey solutions to electronic and electro-mechanical product manufacturing. Report directly to CSTS President and Vice President.
- Contribute to product design, development and testing, and lead special projects from concept through installation, working closely with engineers, key client groups and manufacturers. Examine existing market and develop new product ideas. Analyze products to increase value and profitability while lowering production and development costs.
- Conduct detailed Web and application prototyping and practical usage analysis, and report findings to executive leadership and key engineers. Created a contemporary e-commerce presence that improved customer support and services and expanded the products and options offered. Drove up-selling of product support services.
- Designed and implemented company's first IT Disaster Recovery Plan and created local and offline backup systems.
- Significantly reduced amount time needed to release and launch new products and existing product upgrades.
- Expanded AttendView time clock software; adding new features, such as a QuickBooks integration add-on and a Web interface that streamlined deployment of product for large companies.

OPERATIONS SUPERVISOR & ACCOUNTS MANAGER

Checkout Software.com, Huntington Beach, CA

2005 – 2008

- Directed day-to-day operations and business administration for this leading software distributor providing some of the most competitive pricing in the reseller industry.
- Supervised a global team of service representatives and development staff based in the U.K. and India.
- Maximized sales, revenues and new business growth through the development of strategic business and marketing plans aimed at penetrating competitive markets and strengthening overall customer service levels.
- Analyzed market trends, negotiated best price options with service suppliers, and developed key points in purchasing to ensure items were genuine and legitimate versions. Built and maintained solid working relationships with vendors, enabling company to provide superior products at competitive prices.
- Advised on selling strategies and best methods for moving stock. Supervised customer service and monitored customer issues, ensuring a 100% customer satisfaction reporting rate. Applied an expertise in existing and emerging software applications, including package suites and business automation solutions.
- Increased profits and productivity by 20%, while reducing overhead costs by \$10K per month. Identified and secured new suppliers and channels of distribution, and determined company direction for new product lines.

COMMERCIAL SALES ACCOUNT MANAGER

CompUSA, Fountain Valley, CA

2005

- Marketed and sold an extensive product list, including services and training solutions to commercial and government accounts. Increased sales and built a solid client base through cold calling, mail and electronic campaigns, and in-store promotions. Achieved superior customer service satisfaction rates.
- Strengthened product offerings and service levels, and generated new business growth through the development of productive working relationships with various vendors and distributors.
- Established a business relationship with Wells Fargo that enabled CompUSA to avoid potential losses in new business by presenting alternative financing sources to commercial clients seeking business loans or leases.

COMMERCIAL SALES ACCOUNT MANAGER – CONTINUED:

- Recognized as a top sales performer with a record number of return customer accounts. Consistently exceeded monthly sales goals by nearly 35% (\$45K generated against a \$30K goal). Worked closely with clients to identify needs and promote add-on services, products and warranties.

DATABASE ARCHITECT & MAINTENANCE ADMINISTRATOR**U.S. Navy, Naval Air Station**, North Island, CA**2001 – 2004**

- Oversaw all IT equipment and SafLock servers, and managed database maintenance for the San Diego military installation, encompassing 28 offices and residential facilities.
- Supervised and dispatched a professional team of data entry personnel.
- Designed Business Continuity and Disaster Recovery Management plans, and acted as a contract advisor and liaison between Naval Housing and various civilian companies, contractors and government agencies.
- Created business model to equip Naval Housing with WiFi access, and coordinated setup for the newly built convention center. Restructured and prepared data kept in logs to be entered into database systems.
- Held Confidential Clearance - security level clearance.
- Maintained all paper and electronic backups of electronic information.
- Designed commercial graphics for command, including logos, forms and signs.
- Received various letters of commendation and certificates for superior job performance.
- Assumed a wide range of additional roles, projects and responsibilities outside of declared duties in order to increase and positively impact overall command productivity.

SYSTEM ADMINISTRATOR**Financial Data Service**, Woodland hills, CA**2000 – 2001**

- Network Administrator for a NT4/Windows 2000 network. Ensured 100% uptime.
- Installed and monitored network devices and computers, and monitored traffic logs.
- Tested company software on different platforms and documented findings.
- Managed remote stations and internal services, and ensured 100% uptime.
- Contributed to software development strategies throughout the company.
- Analyzed financial data accounting systems and records, and designed an architecture and software platform that substantially improved system efficiency and accuracy, while supporting company growth.

FREELANCE & CONSULTING**COMPUTER SUPPORT & TECHNOLOGY CONSULTANT****1999 – Present**

- Provide computer support, business automation, and technology consulting services aimed at helping clients achieve their business and computer technology goals.
- Design and install custom network architecture and database structures.
- Create custom graphic designs, including logos, flash animation, and web pages.
- Manage and maintain all aspects of operating an independent company. Over 90% of new client work is generated via direct referral.

EDUCATION**San Diego Mesa College**, San Diego, CA**Current**

- **CANDIDATE: BACHELOR OF SCIENCE ■ COMPUTER SCIENCE & ENGINEERING**

Southwestern College, Chula Vista, San Diego, CA / **Cal State University Northridge**, Northridge, CA

- Undergraduate studies

TRAINING & CERTIFICATION**SocialMedia Business School**, Los Angeles, CA**2008**

- Analytics; Marketing; APP Hosting Options; Brand Advertising; Performance Advertising; Business Modeling

Vortex Data Company, San Diego, CA**2003 – 2004**

- Vortex Certified in: Access 2000 Level III; Word 2000 Level III; Excel 2000 Level II; PowerPoint Level II; FrontPage 2000 Level I; Outlook 2000 Level I

U.S. Navy, San Diego, CA**2001 – 2004**

- Leadership & Team Management (80 hours); Safety (40 hours); Hazardous Materials (40 hours); Sexual Harassment (40 hours); Equal Opportunity (40 hours)