

D. E. WANGENHEIM 20159 Lassen St. Chatsworth, Ca 91311  
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## OBJECTIVE

Obtain a position as an Operations Manager or E-commerce Manager for an innovative company.

## SUMMARY

Developed and administered business solutions while training, and motivating employees in sales, marketing, collections and customer service. As a former baseball relief pitcher I thrive on pressure situations. My job was to close and today I use that experience in the business arena. As a manager I am an exceptional motivator. I study what the competition offers, then expand on our superior product benefits and major selling points. I use this to increase sales, product reorders, teach sales personnel and at the same time use it to maintain customer relations. I believe in a thorough ongoing customer needs assessment. I am known as an "business revenue investigator". I am a problem solver and

## RESPONSIBILITIES

- Responsible for developing and implementing processes to support the company's business goals and objectives
- Setting-up policies, processes, and systems to ensure that the company operates efficiently and profitably
- Use progressive communication methods to guarantee clear and thorough sharing of information and strategies
- Develop strong working relationships with departments within the organization
- Experienced negotiator in equipment procurement, property leases, and employee benefit
- Prior experience and knowledge of product manufacturing in China
- Experience setting up and running a telemarketing call center
- In-depth knowledge regarding E-commerce, Affiliate Marketing Email, and Direct Sales
- Manage overall affiliate marketing strategy
- Identify and research potential affiliate partners, and sign new revenue agreements
- Maintain strong working relationship with existing key affiliates and partners
- Manage and verify sales commission payments
- In-depth knowledge regarding E-commerce, Affiliate Marketing and Direct Sales

## DEMONSTRATED STRENGTHS

New Business Development, ROI, Key Metrics Analysis, Interpersonal Relations, P&L Responsibility, Account Relationship Management, Competitive Planning, Project Program Management, Trade Shows Development, Team Building, Leadership, Creative Design, Brand Promotions, Strategic & Tactical Sales Planning, Sales & Budget Analysis, Training & Development, Customer Service & Retention.

## KEYWORDS

Familiar with the following; MARCOM, IMPAC payment system, Adobe Web Tools, Adobe PhotoShop, Illustrator, In Design, Dreamweaver, Flash, PageMaker, Quark, FrontPage, FTP Programs, Access, Microsoft Office , Icode AccWare accounting, Icode AccWare Online, Sage Mas 90, Crystal Reports, Microshare Basic Accounting, VB, Oracle, Java, HTML, XML, IE, Mac Xserve, Commission Junction, CPC, CPS, CPA, MRP, Lean Manufacturing, Security software, Firewalls, Intrusion Detection Systems, Dedicated Servers, Collocation Hosting, Messaging Solutions, ASP, intranet, Collaboration, extranet, Streaming Video, Audio streaming (internet radio), e-commerce Management, ASP Services, Wireless Merchant Systems, Data Management Systems, T-1,3, OC3, dot Net Solutions, ACT, Maximizer, and Goldmine, Dos, Windows, Windows 2000, XP, Products, Server, Workstations, IIS web server, Novel NetWare, GroupWise, Mac OS9.x, Mac 10.x, PC's, Power Mac's, Network Printers/Copiers, installation,

## EMPLOYMENT

D.E.W. Information Technologies  
Chatsworth, Ca 91311  
Affiliate Marketing Consulting March 1997-Present

- Established affiliate and product marketing internet expos, industry trade shows, and exhibits to showcase products, services and companies at expos4products.com, 4mobileproducts.com, thevirtualgallery.com, eye4products.com, keanebio.com, hypercel.com, Scitx.com, performanceproducts.com, stolenracecar.com and others
- Instituted affiliate and reseller programs
- New Product research for streaming infomercials and e-commerce sales for eye4products.com
- Search engine placement, optimization, ranking services and software products for B2B companies
- Designed co-navigation interactive web presentation pages that allow sales agents and customers to interact with each other over the Internet and telephone increasing sales to the number of calls

Scitx, Inc.

Santa Cruz, CA 95060

Operations/Sales Manager Southern California August 2002-December 2002

- Developed marketing collateral and made in person sales calls for the Business ASP Software
- Created effective sales presentations and solutions for C-level clients based on their verticals for extranet ASP services
- Introduced Apples new Xserve servers with intranet and extranet ASP products to business's that create, manage, publish, design, and base their business on Apple's Macintosh platform (Grayzone and Cattala)
- Developed e-mail marketing programs for opt-in video and audio email

Hypercel Corp.

San Fernando, Ca 91340

Chief Operations Officer/Internet Manager July 2001-June 2002

- Instituted and maintained an email sales and marketing programs
- Managed Sales, Marketing, Purchasing, Logistics, Quality Control, and Warehouse Personnel
- Implemented a software migration from a dos accounting sales and inventory program to a state of the art fully integrated accounting, CMR, sales, purchasing and inventory program with an e-commerce web site (AccWare and AccWare Online by (icode.com) with hardware upgrades, software upgrades, user training while continuing to administer and maintain all updates and software problems

WorldWebExpo.com, Inc.

San Diego, CA. 92101

Information Officer, Director of Affiliate and Internet Marketing January 2000-June 2001

- Designed and instituted an e-commerce interactive web site for sales of on-line national and international Virtual Trade Shows, Expo's and Trade Pavilions for global companies in energy, computer, hospitality, restaurant, entertainment, sports, and telecommunications industries
- Developed web site strategy, design, content, forms, functionality and customer service
- Established business partnerships for on-line classified ad and affiliate reseller programs

Key Data Systems Corp.

Van Nuys, Ca 91406

Vice-President Operations June 1999-January 2000

- Managed re-order sales department and the operations of four companies, with 125 employees
- Responsible for developing marketing programs including telemarketing, direct mail, and e-commerce
- Developed Government Sales of computer supplies to IMPAC credit card purchase agents

Future Creative Art Inc.

Chatsworth, Ca 91311

Operations Manager/President 1975-1997

- Invented, formulated, built, and operated from concept an international jewelry design and manufacturing company with an MRP information system that integrated sales, marketing, design, purchasing, inventory, production and accounting
- Recruited, hired, and trained sales managers, salespeople for telemarketing and direct sales
- Implemented a web site for E-commerce in 1996

## EDUCATION

United States Air Force, Honorable Discharge

Advanced Computing Institute

Los Angeles, CA, 90010

Certificate for Computer Programming, Internet Marketing, and Database Development (Oracle, Java, VB, html, Access)

Los Angeles Pierce College

Woodland Hills, CA 90236

77 units toward BS in computer science and continuing at University of Phoenix Online

3.45 GPA, Lab Assistant for Geology and Oceanography Department

H.R. Department,

I believe that I am particularly well qualified for the position and would like to have the opportunity to meet with you to explore how my skills can enhance the value of your organization. Currently I would like to consider opportunities that can be negotiated for today's economic environment. I will accept a reasonable Salary/Commission/Bonus based on benefit structure, responsibility and advancement opportunity. I realize the number of excellent resumes that cross your desk; I thank you for reviewing mine.

D.E. Wangenheim

818-886-3394

## REFERENCES

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