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Summary Skill Set

Managing Internet Architect and Strategist:

Enterprise Web Site Development | Viral Internet Marketing | Search Engine Optimization

- > **16 years IT & Internet Technology background:** Proven experience building Enterprise Web Portals. J2EE certified as an IBM Software Architect. Managing architect over several large enterprise web sites for Sun, Visa, Johnson & Johnson. Manage teams to build web sites to support millions of simultaneous users. Partner level experience at top tier consulting company – marchFirst.
- > **Expertise in Retail, Technology, Financial Services and Life Sciences:** Clients include: Williams & Sonoma, Visa, San Francisco School District, Network Associates, Sun Microsystems, Visa, 3Com, State of Hawaii, State of California, Pacific Gas & Electric, Pfizer, Johnson and Johnson, Wells Fargo, Franklin Templeton.
- > **Proven Search Engine Optimization & Strategic Marketing skills – patent-pending** method of use to get top search engine ranking. Several examples of top ranking web sites in major search engines (e.g. Google, MSN) for highly competitive keyword phrases. Knowledgeable in published and **unpublished** Google indexing and ranking methodologies. Experienced in Google AdWords, AdSense and Pay-per-Click strategies. Have even built a highly successful [search engine](#) to help replicate the conditions by which Google ranks pages
- > **Web Site & 3D Virtual World Design for getting targeted traffic** – create fully optimized web sites (including 3-D “Second Life” Sites) for IBM Business Partners that get results. It is not enough to design a site for usability and performance, it must be designed with the search engine spiders and user conversion in mind. Experienced in customer targeting and conversion using affiliate/network marketing, word of mouth (“buzz”) marketing and viral advertising techniques.

Natural Health Products Formulator & Online Entrepreneur:

100% Organic, High Vibration Product Line | Internet Store | Top Google Rankings

- > <http://www.AscendedHealth.com>: Successfully created lines of natural body care products and oral care elixirs that are sold exclusively on the Internet. This web site gets top rankings in Google. Except for the actual growth of raw materials, this is 100% contained: formulation, sourcing, production, packaging, marketing, eCommerce and fulfillment. These products are unique in that they operate on the vibrational frequency level using scalar technologies, affecting the body from within.

Medical School and Molecular Microbiologist

- > **MS Microbiology**, Michigan State University | **Medical School**, University of Michigan: Deep knowledge and training as a medical microbiologist and research scientist. My studies focused on the study of Microbial Ecology and Sustainable Homeostatic Environments. Thesis is that our body is a collection of cells and micro-organisms working in harmony with each other through energetic communications. Products made are designed to facilitate our internal communications network to alignment, leading to a healthy body. This translates to ecologies of healthy communication in nature, leading to a homeostatic environment free of disease. Nature’s basis for communication can then be replicated and transferred to the Internet.

Detailed Skills

Managing Architect and Program Development – Partner Level

12 years Program Development experience. Formally trained and certified in IBM's Solutions Architecture Program. Successful track record developing ongoing client relationships at large Fortune 3000 firms. Examples include:

- Yahoo / eBay (IBM architecture for search engine scalability)
- Sun Microsystems (Sales portal, e-Learning Portal)
- VISA (Content management system)
- 3Com (Content management system, Enterprise Architecture)
- Johnson and Johnson (Disease Management System, Document Management)
- Pfizer (Disease Management System, Clinical Trials Tracking w. Document Management)

Web Site Development & Program Management

Retail Clients: Conceptualize and Manage teams to build award-winning web sites. Examples of participation include: [Orrstown Bank](#), [Rocket Dog Shoes](#), [Williams-Sonoma](#), [Levi Dockers](#), [Target Baby](#)

Corporate Intranet: Conceptualize and Manage teams to build scalable corporate Intranet web sites & Enterprise-level Portals. Examples of projects include: [searchEstate](#), [San Francisco Unified Schools](#), Orrstown Bank, Safeway, Sun Microsystems, Johnson & Johnson

Affiliate Programs: Manage the building of revenue-generating affiliate marketing and network marketing programs. Payouts on various levels. Knowledgeable with PayPal and other e-payment systems, MLM legal rules. Examples include: [searchEstate.com](#), [Advertopia.com](#), [Zabang.com](#)

Search Engine: Conceptualized and Managed the buildout of a new major search engine called [searchEstate](#). Top 20 search engine with over 350,000 users. Microsoft .Net technology.

3D Virtual Web Design: Working with state of the art 3D animators and developers to create assets for 3D Virtual Worlds such as **Second Life**. Clients list: Apple, West Marine, TamGroup. Focus is on reverse engineering Second Life tools and landscapes to create 3D worlds unavailable to others.

Search Engine Optimization, PPC Advertising, Web Site Usability Design, Effective Email Marketing

Search Engine Optimization (SEO): Trained in Google Search Optimization and NLP (Neurolinguistic Programming) with proven, patent-pending methodology to get top search engine ranking for a network of web sites.

History of clients with top ranking in Google and MSN search engines with real-time proof. Can perform search engine optimization activities, including analysis / implementation of SEO best practices (e.g. content relevancy, reciprocal **linking** strategy, **Google Page Rank** & **Alexa** Ranking optimization). Can improve Search, Meta Tag and Catalog Taxonomy best practices and create policy and enforcement measures.

Pay-per-Click (PPC) Advertising: Program Manager for Google **AdSense** & **AdWords**, **Overture**, FindWhat and other PPC Advertising for various clients. Keyword analysis and price point/ click-through/ ad content optimization. Contextual Landing page analysis and design for [maximum conversion](#). Knowledgeable with search logs, user IP analysis and other click-fraud prevention techniques.

Web Site Usability: Trained in Eye-tracking and User Experience by Nielsen Norman Group. Can create powerful interactive designs based on robust principles to get valid results while spending less money. Specialist in Email, Landing Page and Retail Useability for maximum conversion.

Sample highly competitive Keyword Phrases to get top ranking in Major Search Engine:

- > **Phytoplankton** (Google: **ranked # 4** out of 3,900,000)
[PDF] [PhytoPlankton :: Nature's Ultimate Nitrogenomic SuperFood](#)
([cached google result page 8/4/2007](#))

- > **Gum Pain** (Google: **ranked # 10** out of 2,140,000)
[PDF] Remedy for Gum Disease :: Treatment for Gum Pain ([cached google result page 8/4/2007](#))
- > **Treatment for Bleeding Gums** (Google: **ranked # 5** out of 722,000)
www.ascendedhealth.com/gum-disease/Treatment_for_Bleeding_Gums.pdf
([cached google result page 8/4/2007](#))
- > **Treatment for Gum Disease** (Google: **ranked # 12** out of 2,310,000)
[PDF] Treatment for Gum Disease :: Natural Dental Care ([cached google result page 8/4/2007](#))
- > **Non-profit search engine marketing** (Google: **top 15**, MSN: **top 10**)
www.consciousalliance.org/CAN/jam-bands/index.htm ([cached google result page 3/15/2006](#))
www.theconsciousalliance.net ([cached msn.com result page 3/15/2006](#))
- > **Free Advertising** (Google: **top 15**, MSN: **top 50**)
affiliate.searchestate.com/?refwebid ([cached google result page 3/15/2006](#))
- > **Internet Advertising** (Google: **top 50**, MSN: **top 50**)MSN: **top 50**
www.searchestate.com/mkt/WebRealEstate.htm - 22k - ([cached google result page 3/15/2006](#))
- > **Search Engine Advertising** (Google: **top 50**)
www.searchestate.com/ - 6k - ([cached google result page 3/15/2006](#))
- > **Online Blackjack Strategy** (Google: **top 25**, MSN: **top 5**)
www.onlineblackjackstrategy.com ([cached msn result page 3/15/2006](#))

Organic Natural Products Formulation using Scalar Vibrational Technologies

Retail Clients: AscendedHealth.com (Proven, effective products against Severe Skin Infections, Anti-aging, Oral Care, Gum Disease, Anti-wrinkle Skin Care, Hair Loss, Brown Recluse Spider Bite)

Product Formulation: Using deep knowledge in the Medical and Microbiological fields, conceptualize and create high vibrational natural products that are evidenced through Kirlian photography and live blood analysis. Utilize Tesla and Lahkovsky technologies to impart scalar high vibrational healing frequencies to the products.

Brown Recluse Spider Bite: This necrotizing venom eats away at the skin and can result in amputations. While modern medicine does not have any known treatments for this injury, my formulations have stopped even the most severe of these injuries. Several Testimonials available.

Periodontal Gum Disease: I create a line of oral care regenerative elixirs that are used similar to toothpaste. Regular use has been testified to reverse gum disease. Several clients have reported that within 3 days of use, root canal appointments have been cancelled because the infection of the oral mucosa had been successfully eradicated.

Education and Certifications

- Certified as **IBM e-Business Solutions Web Architect**
- Certification in process for IBM e-Business Architect
- Certified in IBM Formal Sales Methodology
- MS, Microbiology (molecular virology), 12 years Healthcare Informatics, 6 Years Emerging and Internet Technologies experience, Univ. of Michigan Medical School Education
- Certified as Java Object-Oriented Architect

Experience

MANAGING DIRECTOR

NeolightGroup LLC, San Mateo, CA

Sep 2001 – Present

NeolightGroup is a 5-yr old top-tier boutique Internet Marketing and IT Services firm based in the Bay Area, specializing in search engine development, search engine optimization and high ranking web site solutions. Clients include Albertsons, Bank of America, Calpine, Charles Schwab, DHL, Safeway, Vision Service Plan, and Wells Fargo. **Certified Partner with IBM.**

- For **IBM Corporation**, Business Partner Program specialist to help SMB clients with Web Site Design and Search Engine Optimization. Specialist in optimizing for Google using IBM Web Sphere technologies. Clients include **Rocket Dog Shoes, Orrstown Bank, National Retail Supply.**
- For **searchEstate.com**, created a full top-tier search engine with 360,000 member AFFILIATE PROGRAM. This allows a network of people to share in the profits of the advertising.
- For **Conscious Alliance Network**, work with Non-profit organizations and Musicians to get Top Search Engine Ranking. Clients include **String Cheese Incident and other Jam Bands.**
- For **IBM Corporation**, created premiere business partnerships. Working closely with IBM client teams for: **Safeway, Vision Service Plan, Golden 1 Credit Union, the Gap, Inc., Veritas** and others.
- For **Safeway Corporation**, partnered with internal IBM client account team to facilitate enterprise architecture framework for their Safeway.com, Online Deli and other initiatives.
- For **Wells Fargo Bank**, working with internal Web Security Division to implement consulting projects utilizing Netegrity Siteminder, LDAP and Active Directory to both Intranet and Extranet web site applications.
- For **Franklin Templeton Investments**, implemented strategies and workshops for future technology utilization, focusing on Web Services, Security/Identity Management and Performance Management.
- For **DHL**, implemented a project to redesign entire internal Enterprise Architectural framework towards a just-in-time architectural approach that provides core and infrastructure services as they are needed, to support application services to implement incremental business functionality.

MANAGING ARCHITECT, TECHNOLOGY (PARTNER LEVEL)

marchFIRST, San Francisco, CA

Sep 1999 – May 2001

In April 2000, marchFIRST was the world's largest interactive professional services firm, with over 10,000 consultants in over 72 countries and over \$1B in revenue. Formerly US Web/CKS. Worked with Enterprise-level Fortune 500 Companies to deliver **strategy, technology development, and enterprise integration services** focusing on exploiting the advantages of the Internet, e-business, and marketplaces. Together with **VP of Sales, ran sales operations** and personally prospected **C-level contacts** to create proposals based on IBM Value-based Sales Methodology. Responsible for Client Relationship Management and Product Delivery. Led IBM Business Alliance for West Coast office.

PROGRAM MANAGER, ARCHITECT

Fresenius AG

Fremont, CA

Sep 1997 - Sep 1999

Fresenius AG is the world's largest healthcare provider for Renal Dialysis products, services and clinics. Managing Architect for an enterprise-wide Java and HTML-based n-tier application to connect over 1200 healthcare clinics nationwide with healthcare electronic business capabilities. Close interaction with clients, product managers and the engineering team to define requirements, business rules, specifications, functionality and features.

Education

Post Graduate Training in Computer Science

- Java and Object Design (Object Space Corporation), October, 1997

- Object-Oriented Analysis and Design with UML (Object Space Corporation), October, 1997

MS, Microbiology (minor: finance)

Michigan State University, East Lansing, MI

Medical School (National Boards, Pt I)

University of Michigan, Ann Arbor, MI

BSc. (major: Microbiology)

University of Michigan, Ann Arbor, MI