

## EXECUTIVE PROFILE OF LIORA STEIN

*“...Liora is the smartest female executive I have worked with in my 30 years of senior management positions with three Fortune 100 firms and my own company. I highly recommend her to any employer that wants a brilliant self starter.*

Lee McClymonds, MBA ~ Boeing, Weyerhaeuser, Douglas Aircraft, & PowerUsers.com [nlm@powerusers.com](mailto:nlm@powerusers.com)

### Legacy Strategic Development, Director, Greater Atlanta Area, June 2001 to Present

View Ms. Stein's Online Project Portfolio at <http://www.stein-enterprises.com/portfolio/portfolio.htm>

Quickly demonstrate value to clientele through business process improvement, leveraging information and technology. Through employee and consumer interviews, provide gap analysis and strategic planning to improve product and service delivery. Perform market research and competitive analysis leading to more effective marketing for increased revenue and customer satisfaction. Make dramatic strategic and business process improvements that drive long-term business value within an organization. Provide proactive, hands-on business support along with strategic guidance and mentoring to help clientele achieve their highest potential; including product packaging & distribution, website development & design, the writing and development of technical documentation, marketing collateral, white papers, end user curriculum and training materials. Provide B2B product & service development; specializing in technological companies, including the development of start-up documentation and projections such as executive summaries, business plans, financial and business case models.

### DupliSoft, Inc., CEO/President, Cincinnati, Ohio, July 1993 to June 2001

- Founded and developed software duplication firm providing media replication, graphic design, packaging, assembly and distribution services. The business evolved from a home business into a company valued at \$4,000,000 in 2000.
- Managed approximately 6000 software or audio consumer packaging projects start to finish.
- Performed in-depth business process analysis to strategically develop custom Sales Order Application system for tracking internal and external production using Microsoft Outlook and VBA. Defined functionality of the system, personally prepared user forms (program interface), defined field functionality and managed VBA Programmers and MIS Consultants to deploy system on time and on budget for the 1999 “Busy Season.” Reduced overhead and return expenses by 80%
- Wrote internal technical and business documentation including training manuals, user manuals, employee procedure handbooks, employee training curriculum, customer service guides and developed many business plans and developed corporate proposals.
- Performed market analysis and developed new products and services, marketing collateral & redefined sales quotation and sample delivery processes. Increased packaging sales by 40%.
- Consulted with customers regarding package presentation, market placement, fulfillment programs, as well as art and media production procedures and timelines. Found ways to reduce expenses through innovative packaging, inventory and distribution methodologies including;
- Provided business process analysis to reduce the fulfillment turn time of Cincinnati Bell Telephone's FUSE product from 12 business days to 12 hours. Dramatically improved customer satisfaction and reduced monthly expenses over two years from \$30,000 to \$5,000 a month.
- Used technology provided by UPS and FedEx to provide automated status of package fulfillment before UPS or FedEx were offering the service on a regular basis.
- Developed and Co-Branded new software packaging and distribution products both domestically and internationally.

### Bundy & Associates, Business Analyst/On-Site Trainer, Atlanta, Georgia, January 1992 to July 1993

- Provided business process analysis and developed office automation strategies for small businesses.
- Purchased hardware and software to support the IT Strategies that were recommended.
- Trained staff on the use of hardware, software and customized solutions.

- Provided database development, programming & marketing support for small businesses in the greater Metro Atlanta area.

### **First Union National Bank**

Network Analyst, Charlotte, North Carolina, September 1990 to June 1991

Electronic Sys. Support Install. & Maintenance Supervisor, Atlanta, Georgia, September 1988 to September 1990

Components Coordinator, Atlanta, Georgia, April 1988 to September 1988

- Supported the entire corporate end user community from the Network Control Center, utilizing both terrestrial and satellite communication systems.
- Provided problem analysis and resolution for equipment sites in a network that supported over 900 locations nationwide.
- Standardized data entry in circuitry system to reduce the time it took to locate downed circuitry, thereby saving the bank money in lost transmission of transactions.
- Conducted business process analysis regarding customer support complaints and improved quality of Customer Satisfaction as reflected in ratings rising from 74% to 97% in "Excellent/Good" category within a single year.
- Originated development of database to manage receipt of materials, scheduling, inventory and multi-phase installations.
- Coordinated and supervised the installation and maintenance of IBM 3090 components controllers, terminals, printers, data communications equipment and Personal Computing equipment and peripherals, during bank merger of 21 small banks. The larger corporate community was comprised of over 300 branch locations and two state corporate offices. Reduced average terminal installations turn time from 42 days to 10 days.
- Sold over \$500,000 of used computer equipment and managed asset disposal process.
- Functioned as liaison between 3500 member user community and Automation Division Management

**Tillinghast/TPF&C, MIS Department, Atlanta, Georgia, October 1986 to April 1988** - Company purchased 300 personal computers and the manufacturer cancelled their support contract unexpectedly. As part of the support staff, proactively learned how to cannibalize systems, and repair them, providing software and hardware support in Atlanta of my own volition. Successfully disposed of assets.

**J. O. Baker & Company, Information Analyst, Atlanta, Georgia, October 1985 to October 1986**

- Started as their Word Processor, was promoted to "Information Analyst" (a.k.a. as Librarian).
- Developed category system for Health Care Consultancy and streamlined the proposal development process.

**EXPERT LEVEL EXPERIENCE: WORD, EXCEL, POWERPOINT, PUBLISHER, EXPRESSIONS WEB, OUTLOOK, VISIO, ADOBE ACROBAT PROFESSIONAL AND MORE. MANAGED PROGRAMMERS MANY TIMES.**

### **Education**

Grand Canyon University, College of Education Online Campus, Masters of Special Education (studied within program for a year between 2005 and 2006). Emphasis on Emotional & Behavioral Disorders

University of Kentucky, College of Social Work, Lexington, Kentucky, Bachelor of Arts in Social Work 1986

- Completed 4 month academic practicum for Division of Children's Services as a Caseworker, providing services to children who had entered into the Juvenile Court System.
- As a Juvenile Detention Center Worker, and as a Juvenile Group Home Counselor provided guidance and program support to children aged 12 to 18 years of age.
- Completed a 20 hour a week practicum for the Legal Aid Society assisting indigent clientele with their legal defense under the supervision of a Legal Aid Attorney.

Recommendations available at <http://www.linkedin.com/in/liorastein>