

JAMES W. HART, IV

Location: Bryan, Ohio 43506

Residence (419) 636-7210 • e-mail: junkpail@verizon.net

BUSINESS / COMPUTER / INTERNET / SYSTEMS ANALYST / PROCESS IMPROVEMENT / PLANNING / PROJECT MANAGEMENT / PUBLIC RELATIONS / MEDIA COMMUNICATIONS / PUBLIC SPEAKING / GOVERNMENT CONTRACTING / TECHNICAL SUPPORT / WRITING / START UPS / REAL ESTATE/ MORTGAGE FINANCING / CONSULTING / TRAINING

- Extensive practical experiences in business start-ups, planning, process and systems analysis.
 - Wealth of financial, operational, and technical knowledge to help a business realize its goals and objectives.
 - Keenly aware of the concerns facing small businesses, the importance of sales, and costs reduction.
 - Able to accomplish results on limited budgets through smart thinking and strategic planning.
 - More than 20 years of experience in a variety of positions and responsibility encompassing most aspects of business including management, marketing, sales, technology, finance, public relations and communications.
 - Experience working in manufacturing, distribution, retail and service environments.
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KEY AREAS OF EXPERTISE

Business Systems Analysis	Strategic Planning	Strategic Procurement
Computer Technology	Plan Development	Negotiating
Media Communications	Project Management	Acquisition Management
Verbal & Writing Skills	Large Scale Financing	Individual & Group Training

EMPLOYMENT BACKGROUND / TRANSFERABLE ACCOMPLISHMENTS

Smart Books Solutions - Bryan, Ohio 2000 – Present
Online publishing organization specialized in providing consumer information products known as "Smart Books" covering real estate and business in the form of books, kits and ebooks.

General Manager-Responsible for all aspects of business start up, technical operations and website including creative concept, product development, production, marketing, sales and distribution.

- Prepared plans and supervised initiation, implementation and execution of goals and objectives.
- Designed website located at (smart67.com) using a combination of templates and HTML pages including the creation of all site content encompassing direct text, images, product descriptions, audio files, PDF files and E-commerce functions. Performed SEO activities resulting in high page rank in search queries.
- Performed Internet marketing including inbound/outbound communication and selling systems, networking, link-exchange and article-promotion. Established financial accounts for electronic banking including automated transfers resulting from on-site sales through Pay Pal and online customer service.

Morris & Associates-Toledo, Ohio 1995-1999
CARF certified organization specialized in providing services to people with disabilities.

Independent Business Consultant-developed a number of plans facilitating employment for people with disabilities. Consulted disabled business owners regarding marketing strategies for new business development. Wrote a number of project plans on behalf of the principals for presentation to the State of Ohio for funding. Worked closely with people with physical disabilities.

- Designed and developed Optimus-2000 program for State of Ohio. A program, which streamlined and managed the process of funding persons with disabilities who were seeking to establish their own business, through a variety of business systems, checks and balances.

Williams County Veteran Services Commission-Bryan, Ohio 1995-1999
Computer Systems Consultant-Installed a peer-to-peer network, provided staff training on integrated software in small group environment. Managed hardware and software acquisitions including installation. Developed personalized training programs and computerized databases used by the organization. Oversaw most aspects of data capture, information management and backup. Made recommendations to service officer and board of commissioners. Provided phone and on-site technical support as required.

EMPLOYMENT BACKGROUND / TRANSFERABLE ACCOMPLISHMENTS (Continued)

Smart Books Incorporated-Toledo, Ohio 1991-1995
Consumer information publishing

President/CEO--Supervised public relations and media communications supporting national roll out covering all major media markets in the U.S. Conducted radio and TV media appearances across the nation including newspaper interviews. Performed numerous author book tours requiring focused presentation and a high degree of verbal communication skill. Managed all aspects of inbound/outbound systems, sales and customer service.

- Performed over 100 live radio interviews and TV appearances including national TV appearance on CNBC Smart Money with the Dolan's. CNN real estate consultant 1991-1995.
- Sold Smart Books products throughout the United States including Alaska, Hawaii and, Japan and Pakistan.

Tri-Star Mortgage Corporation-Toledo, Ohio 1990-1991
Residential mortgage banking firm

Residential Loan Officer/Mortgage Consultant--originated residential mortgages, consulted real estate agents and clients requiring financial services including rate quoting, home loan applications and funding. Developed and presented residential financial training programs to real estate agents in-group environments.

The Hart Group, Inc-Toledo, Ohio 1987-1991
Commercial mortgage brokerage services

Commercial Mortgage Consultant/Broker--originated large scale, class A-B income producing property requiring commercial mortgage financing in excess of one million dollars. Worked with real estate developers, property owners and class-A commercial mortgage banking firms for funding. Consulted clients requiring professional financial advice, bank packaging, and representation facilitating funding. Authorized financial broker for Chrysler First financial. Licensed real estate agent, State of Ohio 1987-1989. Developed and presented commercial financial training programs to real estate agents in-group environments.

- Originated over 32 million dollars of grade A-B commercial real estate requiring mortgage financing.

Quality Computer Applications, Inc.-Toledo, Ohio 1985-1986
Computer hardware and software

Computer Systems Consultant—Conducted a wide range of activities including client meetings, needs analysis, business systems analysis, identified problems and developed solutions. Research hardware and software configurations, prepared bid specifications and bid writing. Handled customer inquiries for parts, pricing and rendered advice regarding system configurations, verbal price quotes, performed some phone and on-site tech support. Originated new business with focus on large-scale accounts with acquisitions ranging from \$25,000.00 and up.

EDUCATION & TRAINING

Bachelors Science Business Administration BSBA, Capella University, Minneapolis MN /Associate's Business Management Technology AAB, University of Toledo, Ohio /Graduate-Cleveland Institute of Electronics, (Analog & digital electronics) /A+ Certified Computer Support Professional /ICECC-Certified E-Commerce Consultant (CEC) /GSA Certificate-Government Contracting /Member: National Panel Of Consumer Arbitrators, Council of Better Business Bureau's, Inc. /Honorably Discharged Veteran, U.S. Army.

- Able to communicate in speaking and writing-clearly, concisely and effectively
- Attentive listener, able to recognize problems and develop solutions
- Strong understanding of business law and experience working with high-level professionals
- Above average degree of technical and computer skills
- Intelligent, able to learn and do anything in a professional manner with attention to detail--flexible, able to move between tasks, projects and jobs, able to think creatively and enjoy working on new ideas.
- Willing to pursue additional training and education supporting employment

References and Credentials Available upon Request