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Thirty-four years of experience leading, managing, innovating and governing small to mid-sized businesses in behavioral healthcare, manufacturing, publishing, professional education, distributing, contracting, and live entertainment industries.

A strong record of creating and identifying opportunities for profitable business ventures, leading employees and strategic partners in the vision of the business, clearly connecting the brand with customer needs, developing and executing marketing campaigns, appearing as the figurehead for the organization, leading strategic planning and developing strategic initiatives and action plans, designing and implementing organizational performance measures, optimizing time management, designing process flow and procedural policies, designing and operating accountability systems, and insisting on ethical practices from all.

- Entrepreneurial
- Strategic
- Intuitive
- Observant
- Practical
- Consistent
- Determined
- Creative
- Able to Execute
- Detailed
- Communicator
- Systems Oriented
- Supportive
- Experienced
- Flexible
- Take Initiative
- Consensus Builder
- Educator
- Problem Solver
- Intelligent
- Visionary

Achievements

- The successful conceptualization, development, launch, funding, management, growth, professionalization, and divestiture of several businesses.
- Creation of several patents and trademarks.
- Supervised clinicians and facilities personnel to generate patient retention rates 380% greater than the industry standard.
- Managed policies and procedures to successfully obtain certification from the California Department of Alcohol and Drug Programs, ISO 9001 and TÜV.
- Produced a bi-annual behavioral health conference attracting over 650 registrants with a 98.53% recommendation rate from conference attendees.
- Originated a hybrid non-profit to enable business to be conducted between other investor owned for-profit businesses.
- Orchestrated a legal structure to protect the business from closure by an unfriendly local government climate and to maintain the ability to eject patients from the property without compliance with tenancy laws.
- Designed, executed and published an electronic magazine brand attracting over 18,000 subscribers within two years of product launch.
- Conceptualized, launched and operated an online directory of resources and information totaling over 11,000 listings and 75 networked websites with SEO optimization.
- Fashioned a customer management system driving sales closing ratios over 55% based on customer class, activity, and profitability: with no single account exceeding 5% of gross revenue.
- Created a brand which controlled entertainment loudspeaker rigging technologies for over fifteen years: maintained an 80% USA market share/ 65% global market share at the time of divestiture.
- Initiated the ESTA/ANSI standard for loudspeaker suspension and led the national committee to develop consensus amongst the industry leaders to obtain approval of the safety standard.
- Engineered manufacturing process flow through fifteen work cells to enable small-run production batches with average throughput times of four to six hours using cellular manufacturing and lean process controls.
- Managed production of over 800 manufactured products on a just-in-time basis with no more than four week lead times with an inventory turns ratio of 15, and with a 48 hour expedite option.
- Designed and implemented quality control systems and reward programs to produce batch-run product return rates less than 0.05%.

- Designed and implemented a 360 degree performance compensation system for all employees to obtain a constant top-grading atmosphere and a cooperative culture.
- Maintained a 55% gross profit margin, and a 6% minimum after-tax net profit margin through raw materials cost increases exceeding 23% and soaring insurance costs.
- Managed the turnaround of manufacturing operation restoring profitability within 90 days.
- Created real-time automated measures to monitor balanced organizational performance.
- Assisted in the consolidation of CAADAC (California Association of Alcoholism & Drug Abuse Counselors) with CAARR (California Association of Addiction Recovery Resources) into CCAPP (California Consortium of Addiction Programs and Professionals) while on the CAADAC Board of Directors.
- Presented at hundreds of educational workshops, conferences and symposiums.
- Participated as an expert on several standards committees for ESTA, ANSI, and NFPA.

Executive Experience

Serene Recovery Network, Inc. Long Beach, CA 2005-Present

President/CEO

- Founder and operator of a conglomeration of sub-brands under the Serene Recovery Network umbrella, \$1.5 million revenue, 3 to 20 employees, Board of Directors.
 - Serene Scene Magazine, magazine for long-term healthy lifestyles of recovery. Monthly e-Zine delivered to over 18,000 subscribers consisting primarily of professionals in the addiction treatment field. Publication, design, content, and advertising managed in house.
 - LocateTreatment.com online directory of addiction treatment resources and information. Operating 75 website domains connected with advanced stealth technology to boost search engine rankings for all premium level directory listings.
 - Serene Foundation, a 501(c)(3) improving the expertise, skills and education of professionals working with individuals suffering from addiction. Conceptualized Serene Institute to provide online education to addiction treatment professionals.
 - Serene Connections, produce, publish and distribute educational DVDs for addiction treatment professionals and patients in treatment. Produce and market The Evolution of Addiction Treatment, the flagship educational conference in the industry for progressive knowledge in the professional treatment of addiction. Structured divestiture in 2016.
 - Serene Center, transitional sober living community with licensed outpatient counseling services accommodating 38 adult Member/Patients and incorporating a family therapy program. Windup in 2014.

ATM Group, Inc. Carson, CA 1982-2005

President /CEO

- Founder, majority shareholder and operator, \$5 million revenue, 50 employees, Board of Directors
 - Corporate reorganization of ATM Audio/Sound Reinforcement, ATM Fly-Ware and Marshal Risk Management Systems as well as acquisition of BendiForm Metalworks.
 - Led organization from start-up to industry domination in three years; "ATM Fly-Ware" brand is the "Xerox" of the industry.
 - Divested the business assets and intellectual property of ATM Group, Inc. at the end of 2004, netting a 5% gain for short-term investors and over 50% gain for long-term investors.
 - Hit 80% or more of all strategic objectives year after year.
 - Operated a sales office and distribution warehouse in the United Kingdom.
 - Led problem solving efforts for goal accomplishments as well as survival tactics. Insisted on the candid facts surrounding any issue, and took quick and decisive action to resolve the problem.
 - Identified the "choke point" for the entertainment suspension industry and spearheaded efforts that would successfully control the risk management component of the industry for more than seven years.
 - Orchestrated operational improvements to maintain gross margins and net margin profitability through a 32% decline in market capitalization.
 - Maintained a 10% premium product price over the competition while improving market share year after year.

BendiForm, Inc. Rancho Dominguez, CA 4/00 – 12/01

President /CEO

- Founder and equal shareholder, \$1 million revenue, 7 employees, Investor's Board
 - Led strategic planning and tactical plan to enter a mature sheet metal fabrication industry with service and product diversification potential.
 - Developed new engineered products for the commercial construction industry and obtained industry approval for safety standards and design implementation.
 - Educated the industry on labor cost saving methods using unique product application.

I've Got The Dishes, Inc. Torrance, CA 11/99 – 11/00

Chairman

- Financier and 50% shareholder of a catering service for corporate and high-end private events.

Trouper Industries, LTD Gardena, CA 1989 – 1991

President

- Inventor, founder and majority shareholder of a multi-investor venture to manufacture cable crossover devices distributed to the entertainment production industries in the USA and Europe.

Marbros Development, Inc. Gardena, CA 1986 – 1989

Property Acquisition Manager

- Locate and acquire multiple adjacent residential properties in areas zoned for multi-tenant buildings enabling the company to build large apartment complexes in high density areas.

Education

Pepperdine University Malibu, CA - **Master of Business Administration**

- George L. Graziadio School of Business and Management, Executive MBA Program

California State University Long Beach Long Beach, CA - **Bachelor of Arts**

- Radio, Television and Film

Institute of Chemical Dependency Studies Seal Beach, CA - **Certificate**

- Completion of core curriculum and externship in Chemical Dependency Education

Credentials

MBA

BA

LAADC = CADC II A3220109, IC&RC I8460607

SAP = SASONLN0925-309

CA-CCS

Relevant Skills

Microsoft Office Suite (Access, Excel, PowerPoint, Publisher, Word, Office Tools, Outlook)

Adobe Creative Suite (Dreamweaver, Illustrator, InDesign, Photoshop, Premiere Pro)

Sage MAS90 & 200

Sage ACT! Pro

QuickBooks Professional

Autodesk AutoCAD LT

Google and Bing web management

PC Windows and DOS, Apple iOS

Avid ProTools

SEO

cPanel, WHS, Control Panel