

Charles Crawford Caro

Professional Profile

- *Senior level executive with over ten years of experience in the marketing, design, and development. Background includes hands-on experience in virtually every functional and organization role within an organization from top executive, such as President and Chief Executive Officer, to roles in marketing, business development, product management, design, quality assurance, training, recruiting, customer service, and developer.*
- *Seasoned expert able to balance and manage human and financial assets to maximize return on investment while ensuring team effectiveness coupled with on-going customer and dealer/end-user satisfaction in the marketplace.*
- *Recognized effective leader and innovator that has been successful at building, managing, motivating and retaining talented, empowered teams within both small and large diverse international organizations.*

Work Experience:

Sedona Technologies, Moline, IL (W-2 Contract working out of Tampa, FL)

Deployment Associate

7/2008 - 11/2008

Involved on a national level with IBM, as a contractor, in the deployment of computer equipment to IBM client offices. Work also included function of providing in-field training for new contractors coming into the project.

Goblin Shoppe, Tampa, FL

General Manager

4/2004 - 11/2007

Launched and managed the model Games Workshop Rogue Trader (Independent Retailer) location in the United States with the focus on providing the best product resource and in-store tabletop gaming location in the southeast. Responsible for sales, marketing, purchasing, inventory control, accounting, and event management. Personally sponsored a minimum of two (2) Games Workshop registered tournament events every month. Designed and maintained Goblin Shoppe website, which became widely recognized as a key resource for both Games Workshop hobbyists and other Games Workshop independent retailers. The store location was viewed as a destination for Games Workshop hobbyists throughout the United States and frequently visited by international visitors.

International Debt Management Corporation (IDM), Clearwater, FL

Vice President of Business Development

1/1999 - 3/2004

Responsible for providing strategic planning to maximize the use of Internet for financial services startup organization specializing in assisting businesses facing difficulties with their accounts payable to not only facilitate continued business development but also provide superior customer services to its existing clients throughout the United States and Canada. Personally worked to ensure that IDM was equipped to supply the infrastructure to support business development for IDM management, clients, internal staff, and international cadre of independent broker associates. Provided leadership for training and mentor services to IDM management, internal staff, and independent broker associates to ensure that awareness of and ability in new business development methods is seamlessly integrated into the IDM business model. Worked to build IDM network of over 200 independent broker associates throughout United States and Canada generating new business for IDM at the rate of near \$2 million per month.

Independent Consultant, Tampa, FL US

9/1997 - 12/1998

Providing Internet and general IT consulting services for a medical malpractice insurance agent, a real estate office, a multinational office products manufacturer and distributor, and a software distributor. Delivered Internet consulting work includes web design, development and deployment plus training in the fundamentals of Internet marketing. Worked in the capacity of Senior Manager for Application Development with multinational office products manufacturer and distributor when the organization required additional project planning assistance at the outset of a series of major separation and integration projects. Designed, developed and deployed web presence for a real estate brokerage firm and an online software distributor.

Jenernet Corporation, Tampa, FL US**President and Chief Executive Officer**

8/1996 - 8/1997

Launched a Pacific Rim financed startup software firm created to deliver a suite of Java technology software development tools (JenAva and JenAva JG). Analyzed industry requirements to provide design specification for powerful and easy-to-use Java source code generator tool line written using Microsoft C++ MFC. Provided development plan that provided for recruitment, briefing, and management of international development. Concurrent with the coding work managed and reviewed writing of product documentation. Designed and developed all product literature and marketing materials, including company website. Organized and produced product line launch at COMDEX Fall 1996. Acting as company Chief Technology Officer, applied marketing knowledge to the Internet and developed online channels for the promotion and distribution of the product line. Established online distribution through over 35 electronic distribution stores, three (3) online book stores, and over 40 online software listing services. Created custom Website using Microsoft FrontPage that was independently recognized and rated as one of the Top 21 Internet Services and Products websites, and the only website listed in the Java category. Delivered a series of Java technology seminars at the InternetWorld International Trade Show and Conference in Singapore and for private and Ministry of Information Industry groups in the People's Republic of China. In addition to product development and marketing responsibilities also conducted an ongoing analysis of Java technology issues, especially as they applied to the implementation of Java based solutions on an industry by industry basis. Also conducted a feasibility study for a Java based Year 2000 tool.

PRO-C Incorporated, Tampa, FL US**Vice President of Sales and Marketing**

9/1995 - 7/1996

Provided product management and marketing expertise for line of Java source code generators. Coordinated development, testing, customer service, and marketing functions for launch of product line. Prepared ongoing analysis on Java technology issues related to targeted markets. Launched products as a pioneer in the field of Electronic Software Distribution (ESD). Generated over \$60,000 in online sales in first two months after product launch.

Independent Consultant, Tampa, FL US

2/1994 - 9/1995

Provided computer consulting services, needs analysis, product acquisition, installation, training, and help desk services to a variety of organizations, including a CPA practice, a law practice, a multi-office charitable fund-raising organization, and a real estate office. System and needs analysis work focused on ensuring that clients had clearly defined their requirements and had opportunity to review all solutions meeting their needs prior to making a firm decision on any purchase.

PRO-C Limited, Tampa, FL US**Manager, Special Projects**

1/1992 - 2/1994

Provided senior project management responsibility for systems training, customer service, quality control, and technical assistance/support functions of an international software publishing company producing a line of C code generators. Communicated results to senior management and served as member of the product development committee. Streamlined delivery of services to all distributors and end-users. Designed, developed, and installed system to track all distributor and end-user contacts. Coordinated all training activities, including international distributor and technical training. Completely redesigned and developed company training and marketing presentations, including COMDEX show presentation. Developed series of sample applications made available to end-users unable to participate in training seminars. Created a setup/configuration program that reduced number of installation related issues to near zero.

Caro Research, Tampa, FL US**Executive Director**

5/1980 - 12/1991

Provided senior executive management for value added reseller firm providing management consulting services to small and larger business organizations. Services provided included: management assessment; system (hardware and software) needs analysis; system specification preparation; system development and buildup; on-site installation; implementation training; and, on-going end-user system support. Contributed broad knowledge of a range of industries, including manufacturers, distributors, accountants, lawyers, medical services businesses, and temporary

help/employee leasing organizations. Delivered software solutions included Big 4 (General Ledger, Accounts Receivable, Accounts Payable, and Inventory) plus payroll (including benefits and human resources), Job Cost, and MRP. Developed a custom payroll and human resources program designed specifically for use by a Temporary Help and Employee Leasing organization. Developed an office resource reference and disaster recovery front-end program that could be used by any type of organization.

PRE-1980

Prior to forming Caro Research worked as consultant to management, including recruiting, with firms in the US and Kingdom of Saudi Arabia. While in Kingdom of Saudi Arabia worked in capacity of Managing Director for an architectural/engineering firm just as it had obtained a contract to provide services to the Arabian American Oil Company (ARAMCO). Recruited architectural and engineering staff. Designed and installed in-house accounting system. Also expanded private-sector commercial and residential business for firm while working with Government Relations staff to obtain additional work visas for new staff being recruited from US and other countries.

Previously worked as a civilian contractor with the Kingdom of Saudi Arabia Ministry of Defense and Aviation in the capacity of Counterpart to Deputy Director of the Saudi Army Ordnance Training School and as Site Administrator (Base Commander) at remote contractor base in the Asir Province.

Originally trained as an IBM Customer Engineer while serving with the US Army Security Agency in US and Japan. Functioned as Data Processing NCOIC at Army Security Agency's National Inventory Control Point maintaining a 32,000 line item inventory. Data Center also had responsibility for running payroll for nearly two thousand military personnel. Held active Top Secret Crypto access security clearance.

EDUCATION:

University of South Florida, (Tampa, Florida)

Master of Arts Political Science (International Relations/Comparative Politics)
Curriculum tailored to meet needs for international business

University of South Florida, (Tampa, Florida)

Bachelor of Arts, Social Science Interdisciplinary
Special curriculum major for superior students with multi-discipline career objectives

ASSOCIATIONS:

Director, Townhomes of Country View Home Owner's Association, 2006-; Assistant District Commissioner, District Committee Member, Scoutmaster, Boy Scouts of America, 1992-2000; Member, Association for Computing Machinery, 1985-2000; Managing Editor, The International Round Table, 1986-1996; Deputy Governor, Life Patron and Research Advisor Board Member, American Biographical Association, 1985-; Member, International Biographical Centre Advisory Council, 1989-; Life Member, World Institute of Achievement, 1985-.

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