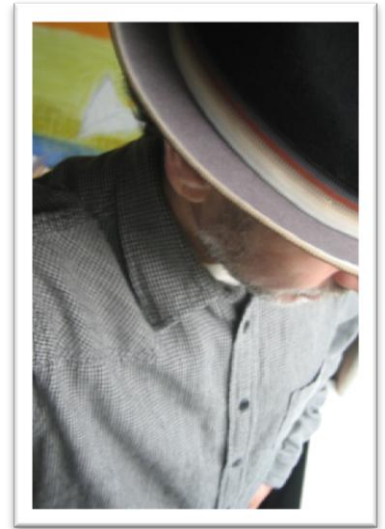


Oren Wool

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Personal Objective

Professional Direction

Leading executive or account manager. I seek a highly visible role with a dynamic team promoting products, programs, organizations having significant regional impact and implementing sustainable development solutions.

Enthusiastic detail orientated team leader with 14 years experience in small business management and success in cost control by operating efficiency. Proficient in Internet technologies, experienced with managing staff up to twenty and accustomed to following regulations including organic certification. 10 year Natural Products Industry insider involved with organic production and sustainable business models. Ethical business standards and outstanding analytical skills.

Regional Relevance

After International experience working with products produced outside the United States, I am now focused on addressing opportunities and challenges closer to home. I believe a strong sustainable organizational model understands the global economy, and thrives locally.

Ethical Standards

Hard work creates competitive advantage. I am involved with projects that actively look for solutions to the challenges of our times and use the market to promote and encourage ethical behavior. I support transparency.

Technology Integration

I see great opportunity for technology to encourage sustainable development and provide efficient alternatives to resources intensive patterns. Information sharing and distance collaboration are excellent examples. I support open source software development.

Plant Based Solutions

The natural world provides many financially sensible solutions to environmental health issues facing people today. Traditional herbal medicine and healthful diets are relevant. Working with renewable plant resources is a practical way to serve society in harmony with our environment. I advocate biodiversity.

Experience

Executive Director - [The Sustainable Enterprise Conference](#)

Santa Rosa , California | Fall 2005-Present

The Sustainable Enterprise Conference is a day-long learning and networking conference dedicated to helping North Bay businesses, nonprofits, and other organizations transition to economic, environmental and social sustainability. The conference operates under the fiscal sponsorship of the Leadership Institute for Ecology and the Economy, a 501(c)(3) public charity based in Sonoma County that is dedicated to insuring a sustainable future for California's North Coast.

- Managed organizational meetings, volunteers and budget
- Budget development and reporting, responsible for event ticket sales
- 2009 - 350 attendees, 42 exhibitors, 40 speakers
- Website Management SustainableEnterpriseConference.com

Director of Operations - [Indigenous Designs](#)

Santa Rosa , California | Spring 2007-Winter 2009

Logistics and production management for a \$4 million fair trade and organic clothing company. Full control over production schedule, vendor relations, importation of goods and management of IT structure.

- 95% year on year growth
- \$2 million spending responsibility
- Increased on time delivery to 96%
- Redesigned IndigenousDesigns.com

[LogOn Systems Enterprise Resource Planning \(ERP\)](#): Primary data control for 10,000+ SKU system including GTIN, customer allocation, EDI, purchasing and production reporting.

Chief Operating Officer - [Simplers Botanical Company, LLC.](#)

Forestville, California | Winter 2002-Spring 2006

Operations and sales management. In charge of production facilities and production schedule for \$1.3 million alternative health company with national placement in the natural products industry. Directed sales strategy, motivated sales staff and created promotional materials. Negotiated contracts with vendors and key accounts. Primary products include Organic Essential Oils for Aromatherapy and Dietary Supplements.

Responsibilities include: GMPs, CCOF Certification, marketing, data systems, brand management, sales team training, educational programs, internet strategy, staffing and training, shipping, ordering and inventory control.

- [CCOF](#) Organic Certification
- Green Shipping Initiative
- National Sales Promotion
- Developed simplers.com Internet strategy
- Created educational marketing
- Established data management systems

Wine Manager - [Toscanini Restaurant](#)

Beaver Creek, Colorado | Spring 1998-Spring 2001

In charge of all front of house programs for a fine dining Italian concept located in an exclusive Colorado ski resort; including: wine program, staffing and training, payroll, marketing, financial reports, ordering and inventory control. Integral player in turning a new restaurant into a profitable and respected part of the Beaver Creek dining community.

- Wine Spectator Award of Excellence
- Significantly reduced turnover in staff
- Greatly improved guest experience
- Increased profitability

Academic Training

Bachelor of Science | Finance and Investment Management

[The University of Alabama](#)

Tuscaloosa, Alabama | Spring 1987

The program provides basic economic and financial concepts and knowledge that serve as the foundation for both public policy and business decision-making activity, preparing students for executive positions in the financial management of business enterprises and governmental agencies. The International program expands on financial and economic theory to include world markets and international policy.

- Certificate of Achievement in International Business
- Business Computer Applications
- Senior research on Rumor and Financial Markets

Professional Skills

Technology

Trained in institutional, online and workplace environments. Managed all software and hardware technology needs for a networked small business. Experienced with social media and several web development tools.

- Web design - Dreamweaver, cPanel, Miva, HTML, CSS
- Data management - Access, Excel, MySQL
- Internet - blogs, forums, DNS, hosting, webMail, POP3
- Microsoft Office - Word, Excel, Access, Outlook, Power Point
- Graphic design - Photoshop, Pagemaker, Gimp
- Open source - Linux, Drupal, Word Press, Joomla

Management

Experience in both family and corporate work environments. Supervised and motivated staffs of five to thirty. Experience in human resources, operations, marketing, information and financial management.

- Presentation confidence
- Time management
- Employee reviews
- Sales motivation
- Teamwork synergy
- Daily supervision
- Implemented employee handbook

Regulation

Experience following government and business regulatory guidelines.

- [CCOF - Organic certification](#)
- [NOP - National Organic Standards](#)
- [DSHEA of 1994 - Dietary Supplements](#)
- [FTC - Trade Commission](#)
- [OSHA - Occupational Safety](#)