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EXPERIENCE

Extend A Step, LLC, *President & Founder*

June, 2009 – Present

- Cultivated initial product concept, fulfillment and logistics model, marketing management and the development of an expansion model that included domestic advertising channels, international direct-to-consumer distribution and domestic retail distribution.
- Identified niche market aluminum ladder product. Brought product to market from brand concept to end user experience and order fulfillment.
- Negotiated terms with Chinese manufacturing supplier. Attended Canton trade fair in Guangzhou, China.
- Collaborated with legal team to secure intellectual property associated with Extend A Step product and mark.
- Mitigated risk through management of product design, liability and insurability.
- Developed and oversaw all aspects of product supply chain - from monitoring aluminum markets for the acquisition of raw material to direct-to-consumer order fulfillment model.
- Reduced end consumer order fulfillment costs by 22% by developing nationwide direct-to-consumer distribution network with 3 strategic distribution points vs. 1.
- Identified and developed additional markets and marketing strategies for direct-to-consumer product model resulting in year-over-year 200% increase in revenues.
- Forged relationships and negotiated sales with institutional clients including Boeing Defense division, US Navy Seal Team 1, Indiana Department of Public Works, BNSF Railway, California's largest pest control contractor and various municipal governments nationwide.
- Oversaw all aspects of brand design and product marketing. Managed \$7,000 monthly online and offline advertising budget. Launched GoRVLadder.com to leverage niche market domestic sales; ExtendAStep.ca and ExtendAStep.co.uk to develop international presence.
- Created growth strategy for retail distribution of Extend A Step product, ad placement in Sky Mall in-flight magazine and product air-time on QVC home shopping.
- Created \$500,000 annual passive revenue stream by outsourcing customer service operations and fulfillment service to focus personal efforts on brand development.

CE Productions, Inc., *Sr. Partner & Founder*

May, 2000 – June, 2009

- Aggressively grew firm from 2 associates to a team of 25 based in both the United States and Gujarat, India.
- Implemented an aggressive growth strategy, more than doubling year-over-year revenues for the initial 4 years of operations. Ensured steady growth trend in all subsequent years.
- Continually explored innovative opportunities for alliances with IT partners - both international and domestic. Most notably, frequent travel to Indian emerging markets for partnership cultivation.
- Developed and implemented comprehensive marketing programs resulting in multimillion dollar brands. Oversaw all aspects of each project from initial consultation and establishment of needs to development of inclusive solutions and execution of all plans through campaign metrics.

The New Home People, Inc., *Vice President of Operations*

May, 2002 – September, 2005

- Spearheaded day-to-day operations of a residential real-estate brokerage, most notably designing and managing the firm's standard operating procedures and marketing campaigns
- Generated interest from 500 central Indiana apartment dwellers via internet communications and a 16-page, full-color newspaper distributed to 50,000 apartment homes in the Indianapolis area
- Created the "Home Buyers' Club" – an automated follow-up system designed to assist sub-prime credit prospects with the financial complications of real-estate acquisition
- Constructed a web-based customer relationship management system, tracking prospective clients through the home-buying process from contact to close
- Negotiated cooperative advertising agreements with area builders, including Arbor Homes, CP Morgan and MI Homes
- Developed and implemented an exit strategy incorporating a network of real estate brokers, effectively funneling interested prospects to affiliates via lead-share, revenue-share agreements and securing continued passive revenue for the firm.

EDUCATION

Indiana University, School of Public and Environmental Affairs

Bachelor of Science in Public Affairs

May, 2005

- Major: Management
- Minor: Legal Studies

Dove Institute for Philanthropy

- Extensive coursework on the philosophy, strategic management and operations of non-profit organizations.

AWARDS & HONORS

Junior Achievement – Indy’s Best and Brightest

- Recognized as one of Indianapolis’ top 10 up-and-coming media and communications professionals
- Prestigious award recognizes industry-specific work in successful individuals under the age of 40

ACTIVITIES & LEADERSHIP

The Paulist Center, Boston, Massachusetts, *Volunteer Coordinator*

- Coordinate involvement of volunteers on Wednesday Night Supper Club providing hot meals to homeless.

New Tech High School, Indianapolis, Indiana, *Mentor*

- Volunteered with and mentored area high school students at Arsenal Technical High School on a weekly basis
- Aided students in discovery of subjects ranging from the importance of college attendance to developing communication skills

Indiana University Television, *Director of Development*

- Served as an advisor and consultant to the founder of Indiana University’s first student-run television network
- Assisted in strategic planning, programming issues, financial decisions, and local media contract negotiations

RELEVANT SKILLS & CAPABILITIES

- **Technology Base:** Proficient w/ Windows and Macintosh | All Aspects Microsoft Office Suite | AdWords & SEO Tactics | Google Apps
- **Design Specific:** Adobe Photoshop | Adobe Illustrator | Adobe Premier | Final Cut Pro | Lightwave 3D | PHP & HTML Development
- **General:** IN & MA Licensed Real Estate Broker | Indiana Licensed Notary Public | Sandler Sales Methods | Functional Spanish

Take the best that exists and make it better. If it does not exist, design it.