

**Brent Palmer**  
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## **SUMMARY**

Senior Executive with extensive experience in operations and Information Technology management, business development, strategic and tactical planning, outsourcing and building world-class business and information services, systems and organizations. Results-oriented leader adept at increasing revenues, reducing costs, identifying trends in new media, defining solutions and implementing new processes and procedures. Skilled in negotiations, communications and employee motivation. Keen sense of bottom-line profitability.

My professional goal is to provide innovative and forward-thinking Information Technology solutions, along with strong decision-making skills, to achieve common goals of the management, marketing and operational teams through a balanced, highly function-oriented and intuitive approach to integrating systems.

## **CAREER**

**2008-Present** Chief Technology Officer  
KZ DZ Enterprises, Inc. Bakersfield, California

Management and operations of ten retail stores and two plants. Direct management of network planning and support, voice/data communications, desktop/server support, help desk, production scheduling, capacity planning, database administration, performance/change/problem management, security, disaster recovery and building facilities/infrastructure. Implement multiple marketing databases with web application interfaces, inventory management, order entry, and shipping fulfillment. Design and Implement executive dashboard, resulting in 15% increase in profitability. Implementing web-based corporate discount program, resulting in 50% increase in profits.

**2003-2008** Chief Information Officer  
The Ziquin Educational Group, LLC Agoura Hills, California

Reporting to the Chief Executive Officer, Member of executive team that plans and organizes a nutrition start-up company. Develop tactical and strategic plans and budgets. Develop and implement IT policies, standards, SLAs, procedures and processes. Maintain 95.5% system availability of our live web site and related databases. Conceptualize, design, manage and implement innovative replicated sites for resellers and private member microsites for home wellness/anti-aging sessions, resulting in 40% increase in profits.

**2001-2003** Director of Information Technology  
Datacomm, Inc.  
Ventura, California

Implemented convergence technology program – combining data, voice, and multimedia networks and assisted in the design and planning of scores of business transitions to VoIP implementations. Designed and built voice and data network for new Panasonic Technologies HQ in Universal City. Designed and Built full-motion full-screen video network for Sony offices in Santa Monica. Program increased company profits by 105% during tenure.

**1995-2001** Vice President of Technology  
Datacourse (ISP)  
Bakersfield, California

Established five functional IT units: security, operations, app development, technical services, and budget/planning. Managed web application development, server management, multi-location voice and data networks, mainframe and open-systems operations. Negotiated contracts and established

strong vendor relationships. Created tactical and strategic plans. Introduced project management methodologies throughout IT and hundreds of clients. Initiated risk and business impact analysis and disaster recovery plans. Proposed executive governance functions including project priority committee, IT steering committee and executive security committee. Established problem/change management systems, asset management, capacity planning & forecasting, policies, and user service level agreements. Developed and implemented security policies. Established strong customer support and relationships. Implemented automated metering systems; transition to paperless office programs. Managed 17 IT professionals.

**1992-1995** Branch Manager, Inacom Information Systems  
Bakersfield, California

Worked with national network consulting team based in Omaha, Nebraska to change hardware-based sales operations to a network consulting operation resulting in over 50% increase in profits. Projects included LANs/WANs for County of Kern Resource Management Agency and local hospitals, and 300 node multimedia library for Kern Community College District, one of the first multimedia libraries in the country.

## **CONSULTING**

**1995-Present** CEO, Sandpiper New Media, Inc.

Developed scores of interactive sites for national client base, created profitable retail web applications and web sites in several industry categories, developed and implemented commercially successful e-commerce sites.

*OSHA in Washington, DC*

-Performed a usability study to improve their web site architecture, resulting in reduction in Q&A calls

*JD Power and Associates in Calabasas, CA*

- Designed and maintained demographics databases and developed Oracle/PHP interfaces to capture and organize consumer satisfaction information, resulting in 3MM in cost-savings

*Institute for Humane Studies / Mercatus Center in Washington DC*

Analyzed the workflow for two public policy think tanks, and moved their operations to the web, resulting in a 50% reduction in operating expenses through conversion to paperless procedures

- A database-driven application that site users can use to view new and pending regulations (<http://www.regradar.org>)
- A scholarly journal (<http://www.humanestudiesreview.org>)
- An index to academic resources on the Internet (<http://www.libertyguide.com>)
- An informational web site for Capitol Hill staffers (<http://www.capitolhillcampus.org/>)
- Online scholarship applications (<http://www.theihs.org>)

*Reason Foundation / Reason Magazine in Los Angeles, CA*

- Developed branding and identity for Reason in Las Vegas and Reason in Amsterdam events

*California Academy of Ophthalmology in San Francisco, CA*

-Implemented a series of sites, public and private, to transition their public information and communication operations to the Internet, including database conversion from AS400 to Access, resulting in substantial budgetary savings

*Wizards of the Coast in Seattle, WA*

- Developed and implemented a popular online fan-based community to market their products. (<http://www.rebelbasers.com>)

*Yoga Tribe and Culture / City Yoga in Los Angeles, CA*

- Back end of Dealer site and Public site for yoga clothing retailer and yoga studios

## **Education**

Cal State University, Bakersfield CA BA double major magna cum laude

Ball State University, Muncie IN MA New Media summa cum laude

## **Training**

**1995-Present** Taught students and professionals about new media / new technology, including:

- Currently Guest Lecturer on Internet Marketing and Web Design at the Academy of Media Arts in Ridgecrest, CA
- Wrote and taught multi-week course for technical staff of Time Warner Cable on HTML programming
- Wrote state-approved curriculum on web design courses for Taft College (California)

#### Addendum - Searchable Skills List

Civic, Civil, National, Police, Educational Infrastructure, Security Automation, Machine Learning Mobilizing Applications Wireless Networking Human- Computer Interface Project Management Networking and Network Convergence Open-Source Programming Business Intelligence Systems / Executive Dashboards Embedded Security Digital Home Office Technology Integration .Net, C #, C ++, Java	shopping carts, mailing lists, database admin., search engine placement, computer hardware, networking architecture and hardware (wired and wireless, LAN and WAN), internet architecture, data architecture, information architecture Electronic Mail Graphical User Interface (GUI) Omega Navigator WMS Assembler Language CAD / CAM IT-Data Processing Project Manager cc:mail Process Modeling SDK VOICE MAIL Fortran Interleaf A+ Certification Developer <b>IT-Database</b> ACT-Data Base Database Views DB2,DBA,DBase III DBase IV Microsoft Access MS SQL Server 7 Open GL Data Modeling Database Tables Database Triggers	DBase V Fox, FOXBASE MS Access Oracle Oracle DBA Oracle Developer Oracle Financials Oracle MFG Oracle Web SQL Plus Sybase MS SQL Server 6.5 Quattro (Pro) Ramis <b>IT-Desktop</b> Photoshop-Adobe Persuasion MS Excel Powerpoint PageMaker Outlook MS Project Ventura Publishing PROBASE Power Point Mac Draw Pro Lotus Notes Illustrator-Adobe (Mac) Harvard Graphic Goldmine Freehand (Mac) Excel (Mac) Corel Draw 123 Lotus Windows Lotus Improv IT-Languages Visual C++ Basic, Quick Basic Basic 4 C Language C++ Language C C+ C++ Cobol Pascal Snobol	Turbo C, Turbo Pascal Visual Basic <b>IT-Network Hardware</b> Bridges / Routers CISCO Fiber Optics Fiber Repeater Modem Switches T1 LINES 3 COM MICROWAVE Multiplexor IT-Network Protocols ATM Ethernet IPX protocol ISDN NetBios TCP/IP Token Ring Apple Talk X.25 / X.400 VoIP <b>IT-Networking</b> Architecture (Domain) Arcnet Banyan Vines DEC NET FAX MODEM FTP Gateways Local Area Network Lantastic Local Talk Medical LVN Netware Network Management Novell Certified Engineer NOVELL NETWARE PC Anywhere
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SNMP	VS
SQL Net	<b>IT-Web</b>
Telnet	ERP
WAN	INTERNET
Wide Area	Intranet
Network	Java Script
<b>IT-Operating</b>	MS Visual
<b>Systems</b>	Interdev
DOS	OLAP
DOS/VSE	Perl
HP UX	Quark Express
MS Dos	Visual Basic
MS Windows	Script
OS/2	Web Design
WIN NT Server	Web
WIN NT	Development
Workstation	Graphical User
WINAPI	Interface
WINDOWS 3.x /	Developer
WINDOWS 9x	Programmer
WINDOWS ME	Project Manager
Expert 3-4 years	Process Modeling
SUN OS	Fortran
VMS DEC OS	DBase
WIN FOR	Access
WORKGROUPS	Data Modeling
WINDOWS 200 /	Database
XP	DBase
Mac OS / OS X	Access
OLE	Oracle
<b>IT-Platforms</b>	SQL
Macintosh	Photoshop
Microcomp-IBM	Illustrator
PS2	Quark
Microcomp-IBM	Outlook
RS6000	Microsoft Project
Microcomp-NCR	Programmer
Tower	Cobol
Microcomp-SUN	Turbo Pascal
Micro	AS400
OS/400	ATM
PC Compatibles	VOIP
SPARC	IPX
UNISYS	LVN
AS400	Netware
AST	Novell
IBM PC	WAN
NCR/AT&T	Wide Area
TOSHIBA	Network
Compaq	Frontpage
CRAY	Dreamweaver
SCSI	Intranet
<b>IT-Platforms</b>	Perl
<b>Mainframe</b>	PHP
Mainframe-IBM	ASP
ES9000	Branding
Mainframe	Identity
<b>IT-Platforms</b>	Network Manager
<b>Mini</b>	Engineer
RS6000	LAMP (of course!)
Minicomp-Wang	Director of MIS
	CIO