

CLIFF RAYMAN

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Executive with proven success managing competing priorities, tight budgets, performance, internal conflict and difficult people. Expert in utilizing technology to strengthen revenue, profit and performance. Accomplished in many facets of business including finance, operations, marketing, general/resource management, information technology, e-business and product development.

Implemented state-of-the-art systems and monetary controls, facilitating company's growth from \$11 million to \$20 million revenue and 50% profit increase.

Insightful business strategist with solid vision who develops and executes plans to maximize revenue, margin and competitive advantage.

- ◆ Analyzed business operations and financial situation for a distressed company allowing shareholders to protect personal assets by entering immediate liquidation.
- ◆ **Central member of a turnaround team which allowed a company to rebound from devastating losses due to Asian competition.**
- ◆ Created a financial budget and execution plan to guide a company through a successful liquidation without losing control to the creditors and while shielding shareholders from additional liability.
- ◆ **Negotiated with all employees, creditors and leaseholders during a liquidation which avoided bankruptcy and formal litigation, allowing for a quick and clean wind-down of company operations.**
- ◆ Led financial and technology initiatives for a \$20 million company with 250+ employees across CA, HI and WA which allowed the company to stay competitive in highly competitive and low margin markets.
- ◆ **10 direct reporting employees who managed all facets of: accounting; costing; accounts payable and purchasing; inventory control; accounts receivable and collections; computer installation and maintenance; software design, programming, installation and training; retail and web operations; and customer service; resulting in excellent service to both customers and internal employees with low overheads.**

Financial leader whose straightforward, proactive approach reduces expenses and increases profitability.

- ◆ Quickly trimmed company staff from over 40 to a five person liquidation team in order to husband cash.
- ◆ **Managed all financial, operational and technology matters during the liquidation process, reducing the need for additional personnel, which saved funds better used for creditor satisfaction and lease buyouts.**
- ◆ Dramatically reduced expenses during a liquidation in order to increase funds available to negotiate with creditors.
- ◆ **Slashed expenses 50% by designing a customized sales ordering system allowing both a dramatic cost savings and improved customer service.**
- ◆ Cut Internet launch costs 80% via custom designed hardware and software solution which allowed the company to become one of the top players in the market without a huge initial investment..
- ◆ **Restructured credit and collection procedures that reduced the average past due payments from 19 days to five days and average bad debts to < 0.15% of sales.**
- ◆ Cut workers' compensation costs 60% and significantly reduced incidents by developing an integrated job training system.
- ◆ **Reengineered purchasing and AP procedures and applications, decreasing cost of goods sold and virtually eliminating double payment to vendors.**
- ◆ Implemented Manufacturing Resource Planning (MRP), achieving 3-fold production volume increase with only 2-fold increase in costs.
- ◆ **Improved inventory accuracy from 50% to 98%+ and WIP value accuracy from 30% to 97% thereby decreasing inventory and its associated holding costs and providing for quicker and more complete order**

fulfillment to customers.

- ◆ Restructured processes, procedures and policies; introduced leading-edge operation and financial systems producing huge savings and an accurate and responsive office support staff.

Pragmatic Marketer whose solid handle on the fundamentals increases cash flow and profit.

- ◆ Boosted retail sales 21% annually; opened new distribution channels via creative marketing, advertising and incentive plans.
- ◆ **Launched state-of-the-art 1,400+ page Web site, increasing company revenue 7%; rated by Google as #2 industrywide.**
- ◆ Central member on product development team, securing \$25 million business from Wal-Mart, Kmart, Target and Cost Plus.
- ◆ **Liquidated all assets of a company including inventory and equipment utilizing the internet and direct mail advertising resulting in a satisfied general creditor pool and the elimination of all personal guarantees by shareholders.**
- ◆ Reengineered and automated companywide processes, reducing overhead 4% which allowed the company to stay competitive in a market dominated by large and more well financed competitors.
- ◆ **Increased gross margins from 43% to 47% by implementing leading-edge product and profit data warehouse.**
- ◆ Drove startup from zero to \$1.7 million revenue within 2nd year.
- ◆ **Designed a revolutionary product which streamlined retailers' inventories and created a profitable new market niche.**
- ◆ Pioneered creative mail order advertising campaign, optimizing exposure and sales at minimal expense.
- ◆ **Improved profit via data warehouse; analyzed labor, materials, overhead, freight and commissions on 10,000 finished good part numbers, allowing the company to tailor its product lines and prices thereby increasing gross profit.**

EMPLOYMENT HISTORY

All-Clear Turnaround Management, Inc. - Turnaround Consulting - November 2004 through Present.

Rayman and Associates - Business Consulting - April 1991 through Present.

Carushka, Inc. - Acting CEO/CFO - April 2004 through August 2004

General Wax, Inc. - CFO/CIO and VP of Retail Operations - January 1987 through October 2003

General Wax, Inc. - Data Processing Manager - July 1984 through December 1986

Motorcycle Accessories West - Founder and President - October 1979 through August 1982

COMPUTER SKILLS AND TECHNOLOGIES

- ◆ Databases: IBM's Universe (and other next normal form databases such as Pick, Unidata, jBase), SQL, MS Access
- ◆ Computer Languages: Perl, Basic, C, C++, HTML, Visual Basic, VB Script, Cobol, Pascal
- ◆ Operating Systems: Linux, Unix, Windows 98, 2000 and XP
- ◆ Security: NIDS, HIDS, Firewalls, Proxies, SSL, SSH, ethereal
- ◆ Internet: Apache, Embperl, mod_perl, mod_ssl, ASP
- ◆ Subsystems and protocols: Sendmail, IMAP, DNS, HTTP, squid, samba
- ◆ Applications: Microsoft Office, Dreamweaver, Photoshop, Pagemaker, Autocad

EDUCATION

Bachelor of Science Degree, Accounting, California State University - Northridge, 1984.

PERSONAL

Professional/amateur boxing manager and coach. Commercially rated private pilot.