

Jeff Falls
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Summary

I build teams and create structure. I work hard and I add value. I find opportunities. I'm a closer.

I have developed markets, identified marketing opportunities and created brands in international and domestic markets. I am experienced in company start-ups, staff building, budget management, day to day operations and market expansions in a wide variety of industries. I am profit-oriented, outgoing, confident and a quick learner. I am well-travelled, well read in a wide variety of disciplines and able to process complex information very quickly. I excel at quickly building cohesive, focused and highly competent teams to deliver big results on small budgets.

In addition to my business experience, I am also a highly creative person with proficiencies in photography, filmmaking, writing, digital marketing and web development. I am a quick study at learning and implementing new technologies.

Achievements

Licenses: I currently have Series 7, Series 66 and Arizona Insurance licenses.

Edward Jones

Financial Advisor

December 2019 through October 2020

Hired by Jones just prior to Covid-19 pandemic, got relicensed and then got my "can sell" date in the middle of quarantine. Series 7, 66 and Arizona Insurance licenses.

Ars Minerva Digital Agency

Creative Director

October 2016 through present

I started my own boutique digital marketing agency, specializing in digital marketing for small businesses. Services provided included business consulting, market analysis, website development, photography, videography and copywriting.

AIG/Valic

Valic Financial Solutions Advisor

March 2016 through October 2016

Manage a book of 403(b) and 457 clients, predominantly in the K-12 space with an emphasis on annuities. Responsibilities include meeting clients at their homes and office, doing in-depth discovery and profiling of clients, preparing detailed financial plans and providing investment and insurance options to maximize client's income in retirement.

Bank of America Merrill Lynch Merrill Lynch

Financial Solutions Advisor

October 2009 through January 2016

On the Merrill Lynch Wealth Management side, I specialized in high net worth and UHNW individuals, actively managed portfolios and alternative investment strategies. As a bank financial advisor for BAML, I met with 40 to 50 clients a week and assisted them with every detail of their financial lives including

investment management, retirement planning, credit management, estate planning and cash management.

Power Nutrition Co. Ltd. – Managing Director

2003 through 2008, Bangkok Thailand.

Power Nutrition was Thailand's leading sports nutrition manufacturer. PN was formed in July 2003, after four months of intensive market analysis and introduced its first product in December 2003. By June 2007, we had 12 products and the country's top-selling protein brand with national distribution. Our flagship product, Pro Plus!, was GNC Thailand's top-selling third-party product. Our sales growth was 30% or higher every year. PN imported raw materials, manufactured, distributed and retailed our own line of sports nutrition products. The company suspended operations during the financial crisis and political instability of 2008.

Red Dragon International, Inc. – CEO

1995 through 2003, Beverly Hills, California/Johannesburg, South Africa

Red Dragon was a trading company, based in Beverly Hills and operating primarily in South Africa. We exported food products from the USA and Australia, with sales averaging \$9,000,000 US per year. We provided most of the chicken imported into Soweto, Africa's largest township.

Pan Pacific Property Management – General Manager

1995 through 2003, Beverly Hills, California

Pan Pacific managed commercial properties in Los Angeles County primarily for overseas Chinese investors. At our peak, we had over 400 residential units under management. I was concurrently a commercial real estate broker with Marcus & Millichap, specializing in the sale of apartment buildings to overseas investors.

Atlantis Mining Company – CEO

1987 through 1990 – Rio De Janeiro, Brazil and Miami, Florida

A.M.C. was an import company, specializing in quartz crystal products in the late 1980's. We purchased mineral artifacts in Brazil and distributed them throughout the USA. At our peak in 1989, we had a national distribution network with over 500 wholesale customers.

Stotler & Co. – Futures Broker

1985 through 1987 – Miami, Florida

I was a Series-3 licensed retail commodity futures broker, specializing in day trading foreign currency and interest rate futures for one of the oldest firms in the US, with a customer base of South American investors, based in Miami.

My Strengths

- **High Risk Tolerance.** From the Chicago futures markets to labor problems in Johannesburg, I am comfortable working in high-stress environments with demanding people under tight deadlines.
- **Language Proficiency.** I have studied five Asian languages in formal classroom settings as well as French, Spanish and Portuguese. Thai is my strongest language, followed by Mandarin.
- **Rapid Information Processing.** I read voluminously and in a wide-variety of disciplines. I can read and process highly complex information very quickly. I have a high degree of intellectual curiosity and enjoy learning new things.
- **Cross-Cultural Sensitivity.** I have travelled to 28 countries and spent a significant amount of my life overseas. I am very comfortable interacting with people from different cultures and highly adaptable to almost any environment.
- **Communication Skills.** I have excellent communication skills. I have created many advertising campaigns. I have a lot of experience with public speaking.
- **Market Analysis/Research.** Identifying a company's opportunities in the competitive environment and in developing both near-term and long-range plans to help the company achieve its goals. Creating focus groups, developing market research data and creating brands after identifying specific market needs. Ability to rapidly assess a large volume of data and identify and communicate the critical information and ideas quickly and simply.

- **Market Development.** Opening markets, finding value, building teams and creating brands and market share. Development of distribution channels and networks. Working with small budgets and getting big results. Ability to walk into an undeveloped market, build a team, establish a territory and create a formal business structure with command and control.
- **Brand Building.** Understanding of brand dynamics, brand focus and brand positioning. Developed new brands and created markets from scratch.
- **Financial Management.** Ability to work within stringent financial constraints and make a profit. Understand accounting concepts, financial management, P&L, balance sheets, forensic financial analysis, ability to create and institute financial controls.
- **Implementing New Technology.** I am technologically proficient and a wide variety of computer programs, familiar with marketing in all forms of social media, have experience launching websites of all types in many different industries and keep on top of the latest technological trends.

Education

School of Cinema Production, USC School of Cinema, 1982-1984

I completed the Cinema Production curriculum at U.S.C., with a Screenwriting emphasis.

U.C.L.A. Accelerated Mandarin Program (1998) Mandarin

Proficiency Certificate.

Securities Licenses

Series 7 and 66 licenses

Arizona Insurance License