

ROBERT T. BOHEN

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Robert@Bohen.net



A proven leader trained in the art and science of personal and professional relationship management and a customer service expert. An accomplished executive and wordsmith, with a track record of starting up, outsourcing, branding, developing, marketing, staffing, and leading both product and service based companies. A strategist trained at foreseeing relational and technical opportunities and challenges with an abundance of creativity and intelligence, rendering from percipience a high yield from *all* available resources.

President- AntiAging Research Laboratories DBA AntiAgingResearch.com - Irvine, CA 1998-Present

Created, designed and scripted an award winning web site, AntiAgingResearch.com with hundred of pages of content that targets the large and perennial demographic profile of aging "Baby Boomers" with highly coveted and lucrative SEO (search engine optimization) placement. Inspired several celebrities such as Dr. Barry Sears, Denise Austin, Dr. Ronald Klatz and others to contribute editorial content to AntiAging Research. Set up a high profile marketing structure with brand awareness that generates significant customer confidence and subsequent annuity revenue. Taught seminars to caregivers on issues related to aging and stress. Rapidly became a respected industry expert. Networked senior executives, practitioners, manufacturing, and research resources to compliment expertise, outsourcing and of course, profit.

► Managed search engine optimization to yield extraordinary profitability by strategizing top page (*first ten links on page one*) listing on Google and other search engines for hundreds of elusive keywords, *out of thousands or millions of competing web pages*, such as "*human growth hormone (1 of 3,920,000), wholesale HGH (1 of 2,500,000), oral HGH (1 of 358,000), non prescription HGH (1 of 638,000), etc.*," that cost other competitors 3-8 dollars per click with Google's pay-per-click revenue model, saving tens of thousands of dollars for AntiAgingResearch.com in annual advertising costs.

► Created the content, development, design and nomenclature for AntiAgingResearch.com and the branding of our products, earning global recognition.

► Structured and supervised protocol involving clinical studies for products that provides cellular regeneration. Managed radio-immuno assays (RAI) and analysis on growth hormone dosage titration for GMP, FTC and FDA compliance which was published in the journal of American Academy of Anti Aging Medicine and ACAAM. Researched unique compounds that fall under the 1994 DSHEY act for viability of distribution in the U.S. market and abroad.

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- ▶ Led national seminars on the science of aging and stress management to care givers and consumers.
- ▶ Negotiated strategic alliances for joint product development in sales, marketing and distribution. Established a team to research and develop human growth hormone, mimetic peptides and supplements as marketable products in the now globally accepted standard of micro-delivery technology.
- ▶ Promoted Dr. Ronald Klatz, M.D., president of the American Academy of Anti Aging Medicine, and his book, "Grow Young with HGH" as the calling card to the consumer; resulting in the sale of millions of books throughout the world.
- ▶ Created and supervised the design of custom software for full e-commerce administration and product fulfillment for AntiAging Research.
- ▶ Successfully deployed human growth hormone marketing to a level of consumer awareness resulting in ten years of staying power and tens of millions of dollars in consumer spending.

Executive Vice President – CTI - Irvine, CA. 1982–1998

Developed from concept the fifth largest interconnect company in the USA with number one status in customer service and sales by the entire Pacific Bell (SBC) multi-state region, number two for Active Voice in the nation (the second largest voice mail manufacturer in the nation) and fourth largest in the Western United States for Toshiba America Information Systems (TAIS). Consulted and provided technology solutions through Hybrid PBX, LAN, Voice Mail, and LEC solutions. Oversaw all of our technology development and implementation standards. Led CTI through several levels of growth and success, resulting in \$147 million dollars in revenue. Supervised complete corporate perception, brand awareness, and consumer confidence and trust to a level that resulted in CTI *simply not being asked* for references by prospective clients. Developed and managed a team that consulted and deployed technology solutions for over eight thousand companies and top-level executives, many of which were Fortune 1000 companies.

- ▶ Directed all sales and personally responsible for generating \$3.5 million average of revenue per year in addition to general management and direct supervision all of customer service and the technical staff.
- ▶ Acting liaison for the manufacturers, overseeing and implementing all technology solutions T1, DNIS, IVR, voice mail, LCR, SMDR, toll, SMDI, call cueing and other burgeoning (ahead of the bell curve) technology solutions.

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- ▶ Supervised customer service solutions through statistical tracking and customer feedback, resulting in a customer satisfaction level average of 94%, award winning satisfaction, customer loyalty and minimal warranty work.
- ▶ Managed the marketing strategies in print, radio and corporate identity, resulting in consistently capturing many customers from competitors through our, “24 hours or it’s free” campaign (I personally received an emotional card signed by the SBC marketing staff, facetiously “thanking us” for stealing their clients).
- ▶ Nationally managed coast to coast installations, long-term testing and customer satisfaction throughout of our manufactures’ beta tests of telephone, voice mail, T-1 and peripherals for Toshiba and active voice due to the ability to understand and learn new technology.
- ▶ Product design consultant for Toshiba assisting in the ergonomic design and aesthetics of the flagship, multi million dollar, STRATA DK series which launched Toshiba to number two in the nation in 100 line resolution and under in hybrid PBX sales.
- ▶ Implemented Covey/Franklin Technology, company wide for all staff, further streamlining efficient time management. This resulted in lead seminars outside of CTI in Covey's "Principle Centered Leadership” and mission statement composition.
- ▶ Managed the DSP technology beta tests and customer satisfaction throughput in Southern California for Active Voice. The choice to use DSP technology launched Active Voice to number one in the market for 32 ports and under.
- ▶ Earned recognition as the youngest executive to achieve \$10 *Million Plus*, in revenue for Toshiba.
- ▶ Oversaw a 50-member operation for over ten years and achieved industry wide recognition and profitability 15 out of 17 years.
- ▶ Successfully negotiated the terms of sale and ultimate acquisition for CTI, ultimately choosing a large interconnect in fall of 1998 for the transaction.

SKILL SET

Computers and telephony, Microsoft, MS Office, Dream Weaver, Adobe Suite (Photo Shop CS, Illustrator, Page Maker), etc.

EDUCATION

- ▶ T.E.C. 1995-1997 (an executive brain trust for executive officers of companies with revenues of \$3 million and over per annum)
- ▶ The Masters Program (TMP)-1996-1998 -Dr. Bob Shank.

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- ▶ Dr. Covey's Principle Centered Leadership and Seven Habits of Highly Effective People.
- ▶ Completed the Landmark Education Curriculum. Landmark Forum, The Advanced Course, Landmark Forum in Action (LFIA), The Self-Expression and Leadership Program, The Family Coaching Sessions, The Leadership and Assisting Programs, Introduction Leaders Program, Communication Course: Access to Power, Advanced Communication Course: The Power to Create, Landmark Seminar Program, The Landmark Forum for Teens (assisted), The Landmark Forum for Young People (assisted), Being Extraordinary, Breakthroughs -Living Outside the Box, Causing the Miraculous, Commitment, Creativity- Life by Design, Integrity, Living Passionately, Money, Producing Breakthrough Results - I & II, Relationships, Sex & Intimacy. Assisted in leadership and community events at Landmark.
- ▶ Numerous conferences and seminars in marketing, operations, leadership, motivation, computer language, technology solutions, graphic arts, market analysis, medicine, physiology, pharmacology and viral research, very rapid learner of new technology and vernacular.
- ▶ Graduated and ultimately taught "Design for Living" seminars with the co-founder of Landmark Education, with Jack Rafferty.
- ▶ Self Awareness Institute -graduate
- ▶ Hoffman Institute - graduate.
- ▶ Sterling Institute of Relationships - graduate.
- ▶ Certified and trained in TIP "Trauma Intervention Program" under Wayne Fortin.
- ▶ Certified and trained with Saddleback Church as a certified psychological counselor for one year.
- ▶ Classes 101, 201, 301, 401 and SHAPE - Saddleback Church.

PERSONAL

Married, 3 children. excellent health. IQ,132. life coach, therapist, usually involved with several community projects.

REFERENCES

Available upon request or visit, www.bohen.net/robert_curriculum_vitae.shtml.