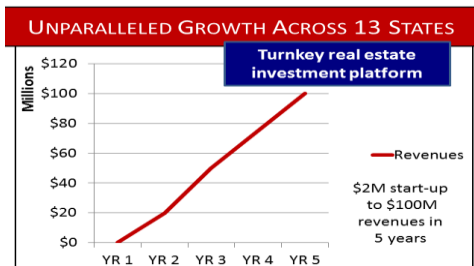


STEVE TAPLIN, MBA

CHIEF EXECUTIVE OFFICER (CEO, COO, CRO, CMO) ➔ REAL ESTATE | MORTGAGE | TECHNOLOGY | FRANCHISING

FAST-GROWTH & MID-MARKET COMPANIES • INVESTMENTS, ACQUISITIONS, TURNAROUNDS • STRATEGIC LEADERSHIP & MANAGEMENT



TAKE-CHARGE C-LEVEL EXECUTIVE who quickly overcomes profit & growth challenges, leveraging entrepreneurial drive, formidable expertise in sales, marketing, IT, operations, financial planning, general management & market acumen for success in companies. Charismatic lead-by-example executive who inspires teams & “rolls up my sleeves” to get the job done.

- ➔ Built & led 4 companies – with impeccable P&L management to \$100M & teams to 200
- ➔ Developed a national investment franchise across 13 states throughout the US that profited \$4.1M in 3 years
- ➔ Drove \$80M top line revenue, exceeding anticipated profit margins at IBM
- ➔ Success across multiple specialties/industries including: digital marketing, franchising, real estate, & technology

CAREER ABSTRACT

PRESIDENT & CEO ➔ MARKETING & TECHNOLOGY COs

PRESIDENT & CEO ➔ DIVERSIFIED RESIDENTIAL REIT

CEO & BRANCH MANAGER ➔ MORTGAGE BROKERAGES

PRESIDENT & CEO ➔ REAL ESTATE BROKERAGES

SALES EXECUTIVE ➔ IBM

PROVEN C-LEVEL COMPETENCIES

- Back-Office Systems Technology
- Global Market Growth | Expansion
- Strategic Orientation
- Pricing & Market Research
- Results Orientation
- Governance | Pre-IPO Expertise
- Risk Identification & Mitigation
- Operations Management
- KPI's & Benchmarking
- Sales & Marketing ROI Tracking
- Forecasting & Financial Modelling
- Change Leadership
- Marketing & Lead Generation
- Multi-Million Dollar P&L
- Team Leadership & Development
- Offshore Operations Strategy
- Equity & Debt Financing
- Inside/Outside Sales Team Strategy
- Employee Accountability
- Contract Negotiations

GLOBAL CAREER EXPERIENCE & RESULTS

PRESIDENT & CEO Intense Marketing Solutions | Diversified Technology | SEO Real Estate Experts 2007 – PRESENT

Digital marketing & technology services for small to medium size businesses throughout the US. Founder of this private **\$10M company with 200 employees** at highest point – currently winding down the firm. Started & funded for growth, sales, marketing & technology strategy. Led sales, product development, marketing communications, pricing, market research & customer service.

- **GLOBAL EXPANSION** - executed **business planning to set up overseas operations** by purchasing land, constructing an office building & setting up operations for over **100 employees** in Philippines.
- **PROCESS IMPROVEMENTS | PERFORMANCE MONITORING** - **designed web-based software systems—built from scratch—to run back-office operations**, hold employees accountable, let everyone know what others are working on via automated workflow processes & checkpoints to **minimize human error**. Key components include CRM, workflow & task management, executive level reporting & parsing data from outside databases.
- **MARKET PENETRATION & LEAD GENERATION** - **produced intellectual capital & leveraged it to generate 120K+** real estate/mortgage & leads annually through internet platforms & using smart search engine optimization tactics & strategic pay-per-click campaigns, setting up 80 person call centers utilizing predictive dialing technology, as well as setting up highly specialized email marketing systems with databases of **5M+ emails** across the US with email, video & newsletter updates.
 - Created proprietary technology platforms used for highly profitable business expansion in real estate, franchise, REIT & internet marketing companies.

STEVE TAPLIN, MBA

PRESIDENT & CEO

Diversified Residential REIT

2012 – 2015

\$200M Residential & Multi-Family Real Estate Investment Trust (REIT) with P&L \$20M & 15 direct reports. Residential real estate acquisition & lending REIT for distressed single-family & mid-sized multi-family assets in select markets.

- **EQUITY CAPITAL-** raised **\$2.5M+ in seed capital** by creating a private placement memorandum (PPM) & through network of accredited investors.
- **STRATEGY & PLANNING** -**established a managing securities broker** dealer operation & an international network of securities broker dealers.
- **GLOBAL EXPANSION-** set up branch of business in Australia for branding & raising money by forging relationships with Australian financial advisors, accountants, & law firms. Worked with Australian law firm to set up correct capital raising legal documents for Australians.
- **PRE-IPO-** prepared company to be listed on a private exchange, OTC & / or National Securities Exchange by organizing necessary corporate governance processes & accounting systems to satisfy the Sarbanes-Oxley Act (SOX).
- **PROCESS IMPROVEMENT-** designed proprietary software system called "EASI" to automate the acquisition, development, management & lending resulting in major cost savings.

PRESIDENT & CEO

Real Estate Investment, Real Estate Brokerage & Mortgage Companies

1998 – 2016

Founder of this \$20M private firm with 100 employees. Created & managed real estate investments, niche brokerage & mortgage companies resulting in the financing, acquisition, renovation & disposition of residential/commercial properties.

STAND-OUT SUCCESS → THE REAL MARKET EXPERTS FRANCHISE INC.

2003 – 2007: Achieved gross sales of **\$100M+ during tenure**. Secured \$2M start-up to develop & manage a turnkey real estate investment platform through a private investor. Served as president & directed operations in 13 states.

- **BUSINESS BUILDER** - in 16 years underwrote & executed 2,600+ real estate transactions including single family homes, apartment buildings, office buildings & shopping centers across 19 states with a market value of \$300M.
 - **Profited \$4.1M+ in first 3 years with franchise across 13 states** & 60+ real estate teams under management responsible for acquisition, renovation, sales, financing, leasing, & management of properties. Managed carefully through weekly calls with management team & regular site visits.
 - **Revealed key investment trends, markets & opportunities**, forming strategic relationships, facilitating JV's & partnerships with developers to manage disposition of \$300Mworth of assets.
- **EQUITY / DEBT CAPITAL-** raised **\$2.5M+ in Equity capital & over \$20 million in Debt capital** by creating a private placement (PPM) & utilizing Deed of Trust investments through network of accredited investors. Attracted accredited investors by networking, hosting a daily radio show & teaching seminars.
- **RESPECTED INDUSTRY EXPERT & THOUGHT LEADER** - sought-after for start-up & established real estate investment companies, real estate investment trusts (REITs) & mortgage companies on: business & marketing strategies, raising debt & equity capital & exploring new market opportunities.

SALES EXECUTIVE

IBM: Serving Fortune 1000 & Internet Start-up Companies

1997 – 2003

Originated & led the sales strategy for complex customer solutions, including in-depth cost structures coordinating with numerous divisions of the company. Produced multi-million dollar outsourcing projects. Led 9 sales executives in service to Fortune 1000 & internet startup companies. Sold \$80M+ in services consistently exceeding targeted profit margins.

- **POWERFUL NETWORK BUILDING** - cultivated strong business relationships with global giants such as Cisco, Motorola, Boeing, Sony, Toyota, United Healthcare, Honeywell, Victoria Secret & internet startup companies.
- **SALES PERFORMANCE** - consistently achieved **110% to 250% of sales quota** while performing among the **top 3% of the sales team** in a division that grew to 350+. Scope included sales forecasting, compensation & managing the sales team.

FORMAL EDUCATION, CREDENTIALS, SPEAKING ENGAGEMENTS & ACCOLADES

MASTER OF BUSINESS ADMINISTRATION DEGREE, DePaul University in Chicago, IL

BACHELOR OF SCIENCE DEGREE IN MANAGEMENT INFORMATION SYSTEMS, School of Business, Northern Illinois University in DeKalb, IL

REAL ESTATE BROKER'S LICENSE & MORTGAGE LOAN ORIGINATOR'S LICENSE, Arizona

→ Sought after featured keynote speaker to audiences of 2000+ on specialized real estate topics.

EARNED MULTIPLE IBM AWARDS & HONORS INCLUDING: "Customer Satisfaction Award," "Best-Fest Award," "General Managers Teaming Award," "Outstanding Effort Award." Nominated to the prestigious "IBM Executive Development Program" an honor awarded to less than 1% of the 400,000+ person work force.

Previous host of "Real Estate Straight Talk" & "The Financial Help Network" radio shows & invited guest speaker on numerous real estate, business & investment radio shows with 1,000,000+ listeners.