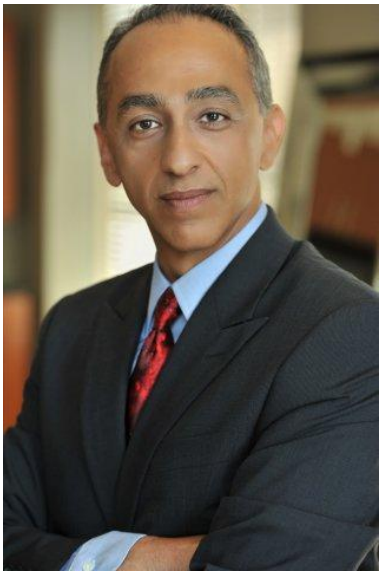
Shary Nassimi

Consultant | Innovator | Expert



Strategic thinker, negotiator and performer, with an "outside the box" perspective in business. $600 Million in career sales. Highly technical and accomplished in product development in industrial and consumer products. Proven track record in sales, efficiency and management. Able to empower and maintain an atmosphere of cooperation and integrity in order to efficiently and quickly achieve goals.
P&L responsibilities with tax mitigation expertise.

Created and managed companies in the R&D, Engineering, Sales, Marketing, Distribution and Manufacturing. Latest companies, International Electronics, Inc, and Universal Wireless Solutions, Inc, were strategically acquired by major buyers, with high multiple.

20+ years of experience with purchasing and vendor relations. Created highly successful consigned inventory program, bootstrapping meteoric growth year after year.

Highly technical; 20+ years of hands-on experience in research and development, product conceptualization and design from all aspects of the art including firmware, circuitry, housing and tooling and plastic design, MMI (man-machine interface) and UI, as well as functionality.

Personal holder of 62 patents and patents pending. 90% of patents implemented in products which were successfully made and sold. Extensive success in product design, implementation, manufacturing and marketing. Successful track record of IP enforcement at the lowest cost.

In-depth experience in public relations, marketing and sales of products, ranging from commercial to industrial, avionics and consumer products, marketed in a multitude of means, including consumer direct through television, radio, direct response and print media, as well as sales to second tier customers such as jobbers and dealers, as well as to distributors and big box retailers. Created and produced dozens of TV commercials.

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Business & Employment History

***2010 to present Nassimi Consulting*.**
Product Development, Business Consultant
Litigation and Trial Expert Consultant and Testifying Witness

1993-2009 International Electronics, Inc. / Universal Wireless Solutions, Vancouver, Washington.
Founder, CEO. Established a vertically integrated research and development, manufacturing and marketing organization. All aspects of the design were performed in-house. Established a highly automated production line, utilizing ultra high speed, state-of-the-art robotic equipment. Maintained extreme discipline in lean manufacturing, striving to achieve a $2MM per employee sales volume.
Due to high degree of automation and low labor content in manufacturing and cost of sales, enjoyed a high EBITDA.

1990-1993 Impact Technology Inc, Los Angeles Ca.
Founder, president. Designed a complete and sophisticated line of vehicle security and access control, such as VOSS, Phantom, Saturn, Solo, Mantis, SureStart. Performed and supervised circuit design, firmware in assembly language and mold and tooling designs for plastic housings.

1985-1990 Logitran, Los Angeles Ca.
Founder, president. Established a multi-store vehicle electronics store chain, distributing and installing a multitude of vehicle entertainment and security products.

Established a self-branded product line, initially marketed and distributed through car dealerships only and later to the general public.

In addition, established a mobile installation organization for vehicle security systems throughout greater Los Angeles area. Logitran was sold in 1990 in an all-cash buyout.

1981-1985 Teledyne Controls Corp. Los Angeles, Ca.
1981 to 1984, High speed data acquisition engineer. System integrator for high speed data acquisition systems based on Digital Equipment Corp (DEC) computer systems and especially designed high speed data acquisition equipment used in wind tunnels, such as NASA AIMS facility.

Education
Northeastern University, Boston 1981 Electrical Engineering
Hancom Airforce Base, Boston 1981 Private Pilot
UCLA, Los Angeles 2009 School of the arts