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bio
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professional bio

For the last three-quarters of my working life I've been a self-employed consultant or co-owner of one of several different consulting firms.

One thing this means is that I have a lot of experience in getting the right things done right.

*Another thing it means is that I have a project orientation. See the **project types page** and the **clients page** for specifics.*

Education Background. MBA from Pepperdine U, BA in Psychology from San Jose State U. Also graduated from high school.

Professional Background. Co-founded a business growth consultancy specializing in businesses with chain operations. Co-founded, co-built and co-sold a consulting firm that provided planning, marketing and design services, mainly in the real estate and healthcare sectors. Was a director of a boutique investment bank. Was marketing VP for an entertainment technology company. Was Director of Communications and earlier a planner for the international architecture and planning firm that designed San Francisco's landmark Transamerica Pyramid and planned entire new cities. That was where I took up writing-to-explain and writing-to-persuade. Even earlier, ran a full-service commercial printer, which was when and where I discovered graphic design.

Writing Experience. Haven't written a screenplay yet...but just about everything else, including three published novels (the first earned a Book of the Year award and other kudos), two more novels in various states of almost-completion and a quirky travel cookbook. If there's one thing I've learned about writing it's this: any kind of worth-its-salt writing is crafted from thinking, strategy, ideas, salesmanship and the reader's or listener's or viewer's reality. I've been getting paid to do this sort of writing for more than three decades. See the **project types page** for specific sorts of writing I've done. For a diverse collection of actual writing samples, download the **Writing Samples PDF** from my website's *Ghostwriting page*.

Design Experience. Four decades of it. To use advertising jargon, I've actually worked as a creative director and art director as well as a graphic designer. For most of my professional life I've been a strategy-to-concept-to-finished-product guy, although I've also managed teams of designers and production people when necessary. See the **project types page** for specific types of design work I've done. To see actual design samples visit my website's *Shadowfoot Studio page*.

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experience



tech

*My “daily drivers” are
InDesign, Photoshop,
Word, Dreamweaver,
Fireworks and Muse. Other
apps used less frequently
and as necessary.*

Software Applications: Publishing, Design & Imaging

Adobe InDesign
Adobe Photoshop
Adobe Illustrator
Macromedia Freehand
Adobe Acrobat Pro

Software Applications: Web-related

Adobe Dreamweaver
Adobe Muse
Adobe Fireworks
WordPress

Software Applications: Presentation

Apple Keynote
Microsoft PowerPoint

Software Applications: Other

Microsoft Word
Microsoft Excel

Miscellaneous

Photography



project types

In my three+ decades as a consultant I've had the opportunity to do lots of different types of projects for clients.

The lessons of these diverse experiences are always banging around in my head trying to apply themselves in some new and useful way to whatever I happen to be working on at the moment.

Who loses?

Research, Planning and Analysis

Market research & analysis
 Strategic plans
 Competitive/growth strategies
 Marketing strategy and program development
 Franchising feasibility analysis
 Franchise program development
 Business concept development
 Business plans

Writing & Editing

How-to manual strategy and writing/editing
 Public relations strategy and writing
 Speech and story writing
 Business article writing/ghostwriting/editing
 Magazine article writing
 Corporate annual report writing/editing
 Advertising copywriting for print, radio and TV
 Writing for virtually every marketing purpose
 Book writing/editing, bylined and ghosted

Brand and Identity

Brand strategy creation
 Company and product naming
 Company and product identity design
 Brand identity systems and documentation

Design

Retail facility planning and design
 Signage program concept and design
 Product packaging concept and design
 Annual report concept and design
 Print/TV advertising concept and design
 Collateral material concept and design
 Catalog merchandising concept and design
 POP concept and design
 Character concept and design

Websites

Concept and strategy
 Content writing and editing
 Design



clients

I've been fortunate to have had relationships with some really great clients over the years... clients who pretty much let me run with the ball. Some were multi-year engagements, some for a single project; some clients were global scale, some just starting up. I've always done my best to give full value — and then some — to each.

Client

- Acoustic Music Resource
- American Rehabilitation Network
- Applied Entertainment Systems Corp.
- Beverly Enterprises, Inc.
- Bredeaux Pisa, Inc.
- Business Exchange, Inc.
- California Pizza Kitchen
- Cash Plus, Inc.
- Charter Pacific Bank
- Clean 'n' Press Franchise, Inc.
- Desert Hospital Medical Center
- Elite Information Systems
- Farm Stores Grocery, Inc.
- Futurekids, Inc.
- Granny Feelgood's Natural Foods
- Kala Koa Entertainment
- Laventhol & Horwath
- Lea Associates, Inc.
- Lowe Enterprises, Inc.
- Marriott Corp.
- Mitsubishi/Spaceport Systems Corp.
- Mobil Corporation
- Pleasant Valley Hospital
- Prince & Company
- Riordan & McKinzie
- Roblox, Inc.
- TehachapiCentral.Com
- Traditional Industries Inc.
- Tritech Biogenics, Inc.
- Simutron Tournament Centers
- Skytel, Inc.
- Solid Air Records
- St Bernardine Hospital & Medical Center
- St Joseph Hospital
- St Mary Medical Center
- Tom Bombadil's Food & Drink
- Wyvern Technologies

Business Type

- music marketing
- healthcare
- entertainment technology
- healthcare
- franchise company: food service
- publicly traded barter franchise
- franchise company: food service
- franchise company: financial services
- financial services
- franchise company: dry cleaning
- healthcare
- management software
- regional convenience store chain
- franchise company: education
- food service
- concert producer
- accounting & consulting
- property economics
- real estate investment & management
- hospitality
- themed entertainment
- energy
- healthcare
- investment banking
- legal
- educational computer game system
- portal website
- photo processing
- biotechnology
- computer game centers
- hospitality
- music production
- healthcare
- healthcare
- healthcare
- food service
- aerospace technology