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# Jon Shore

curriculum vitae

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## Jon Shore

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### Objectives

It is my desire to bring my skills and experience to help a company increase their revenues, strengthen customer loyalty, implement new and innovative products and to expand their market presence. I have been an entrepreneur all my career and bring that outlook and energy to every project. If you require out of the box thinking and solutions as well as door opening at the highest levels, this is where I excel.

#### My expertise includes:

- International Business, Partner & Relationship Development
- International Product & Services Marketing, Branding, Positioning
- New, Innovative Product Development
- Development and Implementation of Innovative Customer Loyalty Systems
- Customer Loyalty, Loyalty Systems and Customer Service
- Customer Service Training
- Electronic/NFC/RFID Transaction, eCommerce Systems, Authentication, Security and Ticketing
- Mobile Banking, Mobile Payment, Mobile Commerce, Proximity Payment
- System design, development and implementation
- Due Diligence Research
- New Product and Technology Research, IP Development & Implementation
- Technology Project Management
- Market Research
- Transaction Security and Fraud Prevention
- International & Intercultural Business Communications
- Website Design, Development and Search Engine Optimization
- Internal Management and HR Consulting
- Personal Success Coaching
- Stress Reduction and Mindfulness Training

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## Experience

1978 – 1995

Psychotherapist in clinical, private practice, coaching, training and lecturing

1983 – 1995

Lecturer & author

Traveled worldwide lecturing on unique methods of curing depression. Wrote two books on curing depression. One in German, one in English.

1995 – Present

Strategy & Innovation – Business Advisory Services, JBS Group, LLC

I have worked with medium to large international firms worldwide including Sony Japan, Ticketmaster, Western Union and Hewlett Packard. Creating new product innovations and innovative methods of increasing marketability and market presence of existing products. Loyalty system designs and customer service. Focus on innovative yet realistic methods for creating and increasing revenues. Website development and SEO, International business development and partner development, international market research, international business communications. Built and maintain web site. ([www.corporateconsulting.net](http://www.corporateconsulting.net)) (<http://electransactions.blogspot.com/>)

1999 - Present

Founder & CEO

Sentegra

([www.sentegra.com](http://www.sentegra.com))

Wrote all patents and trademarks for meWallet® System and idDisc™ technologies.

Designed all meWallet® System software and idDisc™ hardware technologies.

Created and designed all business methodologies for meWallet® System.

Filed all Intellectual property including patents & trademarks.

Wrote business plans.

Designed loyalty, payment and ticketing systems.

Created yearly budgets, P&L's, short term budgets, etc.

Participated in creating the in-depth financial plans.

Put together the Sentegra management and development teams.

Raised \$2,900,000 in funding for Sentegra between September 1999 – November 2008.

Sourced all technology suppliers for the meWallet® System.

Led international market research team for 8 years throughout Europe and the USA.

Built Sentegra's international customer and partner network.

Managed, on a daily basis, the offshore development teams in India and China creating the meWallet® System software and hardware through completion.

Designed and led development of an SMS Emergency Alert System

Designed and led development of an SMS Ticketing and Marketing System

2 pending patent applications for wireless transactions and loyalty systems.

2011 - Present

Genius Applied

President

Software development in Latvia for firms in the US and Western Europe.

2012 – Present

Berry Naturals

Partner

Natural products from Aronia and other super berries

2012 - Present

Shopboard

Partner

Cutting edge shopping, loyalty and customer service system

2011 – Present

Beautiful Latvia Project

Social project for making Latvia more beautiful

Lived and worked in Germany for five years. Lived and worked in France for 2 years. Extensive travel throughout Europe, Russia and North America and large business and personal networks throughout North America, Europe, China and The Russian Federation. Presently working on projects in Riga, Latvia.

## **Skills**

### Languages

Fluent in English, Conversational in Spanish, German, Functional in French, Studying Russian, Basic Italian

### Computer & Technology Skills

Microsoft Windows XP, Microsoft Windows 7, Microsoft Windows Server, Microsoft Word, Microsoft Publisher, Microsoft PowerPoint, Microsoft Visio, Microsoft PhotoDraw, Microsoft FrontPage, Microsoft Expression Web 1-4, Microsoft SharePoint Designer, Microsoft Outlook and Business Contact Manager, Microsoft SQL, Macromedia Fireworks & Dreamweaver, Adobe Photoshop, Adobe Acrobat Pro, CorelDraw, Corel PhotoPaint, Corel Word Perfect, Mindjet MindManager, Go To Meeting, Skype, Log Me In, Eclipse, Joomla, Search Engine Optimization.

Capable of editing HTML  
Capable of editing Javascript  
Capable of editing Microsoft SQL tables  
Capable of making minor to medium level repairs to Windows XP, Windows 7, Windows Server  
Capable of setting up and making minor to medium level repairs to wireless networks  
Capable of making minor repairs to desktop and laptop computers  
Software systems design, logic flows, process flows and data flows  
Web site design and creation  
Learning Java

### Business and Personal Skills

Strong knowledge base in: Product positioning, branding, marketing, innovation, loyalty systems, customer service, electronic transaction technology, transaction security, eCommerce systems, ticketing, international communications and relationships, international business cultures, market research, negotiation and sourcing, identity management and security, RFID/NFC transaction technology and implementation, text messaging systems (SMS), database and system design, tourism.

Also a very large and diverse international network in all of the above industries.

Strong research skills.

Excellent writer and editor.

Blogging, SEO, Web strategies

Project management.

IP and Patent writing.

Excellent skills in international business development and sales.

Very strong skills in relationship building with customers, vendors, suppliers and teams.

Fits in very well in any culture and is able to help others feel comfortable and listened to.

Extremely good listening skills.

Very good at synthesizing and clarifying the needs and desires of customers and partners.

Very good at follow through and completing projects.

Strong skills in reading individuals and groups of all sizes.

Very good at accurately projecting market and product trends.

Deep understanding of many European and Western Hemisphere markets.

Very good presenter.

Very good networking skills.

Extremely good at conflict resolution as well as customer service.

Quick and eager learner.

### Interests and Hobbies

Skiing, hiking, camping, snorkeling, fishing, technology, reading, languages, traveling, cultural studies, history, quantum physics, spirituality, writing, archaeology, cuisine and cooking, movies, photography.