

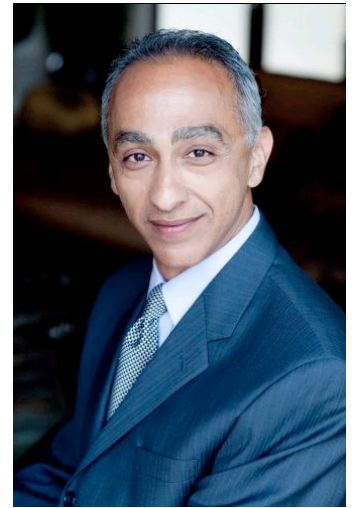
## *Executive Portfolio*

### **Shary Nassimi**

**Accomplished Leader, Creator, Motivator, Negotiator, Innovator and Closer.**

#### **Personal Information**

A powerful strategic thinker and performer, with an “outside the box” perspective in business, public relations, empowerment and product creation. Proven track record in sales, efficiency and management. Able to empower and maintain an atmosphere of calm, cooperation and integrity, in order to efficiently and quickly achieve goals.



Created and managed companies in the R&D, Engineering, Distribution, Manufacturing, Sales and PR. Latest companies, International Electronics, Inc, and Universal Wireless Solutions, Inc, were sold to a major strategic buyer, with an extremely high multiple, in an all-cash transaction. Negotiated with buyers to maintain one hundred percent of the factory, management and sales positions for years after the transition.

Extensive experience with purchasing and vendor relations, creating one of the most successful “no cost” consigned inventory programs in the northwest, behind Intel corporation, creating a manufacturing company with no leverage, yet unlimited growth capability. Grew the company from one million to over twenty one million dollars with no use of leverage.

Highly technical; Thirty years of personal experience in research and development, system integration, product conceptualization and design from all aspects of the art, including firmware, circuitry, housing and plastics design, MMI (man-machine interface), functionality and all aspects of manufacturing.

Personal holder of dozens of patents and patents pending. Inventions range from component design for electronics, software protocols for high speed, secure transmission of data through radio, internet electronics and Bluetooth secure pairing methodology.

Extensive knowledge and success in the most important aspects of any invention; Design, Implementation, Manufacturing, marketing and most importantly, enforcement with the least courtroom time and cost. Able to manage and motivate everyone involved for the fastest possible achievement of the goals.

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.

Negotiated with major movie studios for movie product placement at no cost, with cross merchandising benefits for both parties. Maintained full control over scripts in order to assure appropriate placement.

## **Mission Statement**

Having raised two children in the school system of Washington and California, I have become acutely aware of (and spoken widely to) the “Soccer Syndrome” attitudes, prevailing in the schools today.

To be constantly rewarded by the system and many parents, for simply showing up and trying is blurring the line between winning and losing, fostering mediocrity and complacency, all of which have produced more computer game players that dream of nothing for the future, and employees and managers that come to work because they have to, not because they have a dream. It is important for any leader to recognize this and change the makeup of the core employees in order to mitigate this upbringing, which must be corrected in order for a company in the USA to compete with the rest of the world.

My goal as a motivator and leader has always been to earn the respect of my organization, as well as customers, vendors and competitors, by example and by imparting my depth of knowledge, while instilling the importance of being the best at what one sets out to do. Fostering independence and to break from standard conformity is my goal in every organization, allowing people to make decisions and feel empowered. Ask questions, demand more and drive for perfection, without falling into a retentive trap. Empower and yet require decisiveness. My aim is to generate genuine drive and motivation in every element of the organization, in order to establish a sustainable and sophisticated business that innovates and produces value. To assure productivity, it is imperative to empower the workforce and instill pride and sense of personal responsibility amongst all levels of staff.

I have always insisted on everyone to maintain integrity and honor, while remaining vigilant against predatory actions of others.

Efficiency and speed have been instrumental in my success, enabling all of my USA companies and products to compete with any country in the world with value, quality and time to market. This has proven instrumental in my success in quality product creation, manufacturing and wide distribution of millions of units.

## **Business and Employment history**

### **1993-2007 International Electronics, Inc and 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 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 pre-tax net profit of more than 25% in 2006 and first half of 2007, prior to acquisition.

Created, designed, manufactured and distributed over two hundred products, distributed nationally and internationally. Established a highly skilled and competent organization, including engineering, manufacturing, process control, purchasing, PR, Sales, distribution, technical support, IT and much more. Personally involved with all aspects of the business, while delegating and empowering every member of the company in order to generate good-will, quality and efficiency.

Met and assisted in closing accounts such as Wal-Mart, Costco, RadioShack, Target, Best Buy, Comp-USA, Good Guys, Walgreens, Niemen Marcus, Harrington, HSN, Honeywell, General Motors, Sprint, Verizon, AT&T and many more.

Created and produced dozens of TV commercials. Successfully aired and tracked commercials with extensive success in brand generation as well as direct response TV sales. Appeared in countless TV, commercial and radio PR spots. Visited many print media in year round PR tours. Successfully branded and widely distributed products with millions of units sold world-wide.

Developed products including Internet Electronics, Home security and monitoring products, Vehicle access control and security products, Wireless Communication products, Wireless Headsets and Wireless Access Control products.

Company was acquired in whole, in an all-cash transaction with a very high multiple, in a strategic purchase in August of 2007 by Chamberlain Corporation. Presently consulting for the company on part-time.

### **2001-2008 Sea View Estate construction project, Malibu, Ca.**

Purchased six acre building site in Malibu. Negotiated permits with the city of Malibu and California Coastal Commission, Malibu mayor and city council and planning commission, for a 16,800 square foot home with a 6500 square foot subterranean 12 car garage. Designed and contracted the construction, completed early 2008 and listed for \$16,800,000.00. [www.5700seaviewdrive.com](http://www.5700seaviewdrive.com)

### **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.

Concept and development of packaging and advertising materials, photography and point of purchase materials. Manufactured products in Korea. Traveled dozens of times to the factory locations throughout Korea and Taiwan.

Performed PR and marketing, trade shows, advertising and customer relations.

Established a sophisticated organization and delegated all aspects to appropriate, qualified associates. Positioned and sold the company in 1993 for a high-multiple, all-cash transaction.

**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.

Frequently traveled to NASA and supervised the installation of such equipment, as well as performing testing and integration into NASA's equipment.

Performed installation and testing of data collection equipment in Chinook helicopters for load stress testing of engine and drive trains.

Traveled to Space-Com in white sands NM Missile test center for integration and troubleshooting of high speed data acquisition equipment used in NASA's Space Shuttle program.

1983 Lead designer of the control equipment (to component level) for the Tennessee Valley Authority (TVA) power plant control systems. Personally designed equipment to operate the dams automatically in case of control computer failure.

1984-1985 System integration, testing and troubleshooting of Digital Flight Data Acquisition systems (FADU), used in countless commercial and military avionics and aircraft.

**Other experience provided at request**

## **List of personal non confidential, published patents and applications**

### **PAT. NO. Title**

7,327,982 Direct Connect Wireless Headset System  
7,248,162 Temporary mute of alarm in wireless alert system  
7,212,646 Adjustable ear canal retention transceiver/receiver  
7,142,814 Automatic Bluetooth inquiry mode headset  
7,110,801 Voice activated wireless phone headset  
7,110,798 Wireless headset  
7,085,543 Modular base plate for wireless device  
7,079,664 Wireless ear-piece with conductive case  
6,980,630 Self contained voice and internet device with telephone keypad controls  
6,922,476 Adjustable ear canal retention transceiver/receiver  
6,819,747 Self-contained distinctive ring, voice, facsimile, and internet device  
6,665,381 Self-contained device using a single phone line to receive phone calls & facsimiles while connectable internet  
5,790,102 Pressure sensitive computer mouse  
5,668,702 Combination axial and surface mount cylindrical package containing one or more electronic components  
5,564,182 Method for installing axial multiple

### **PUB. APP. NO. Title**

20090055288 DIGITAL CONTENT FILE RESALE AND PURCHASE SYSTEM AND METHOD  
20070254687 Wirefree Intercom Having Secure Transmission System and Process  
20070254680 Wirefree intercom having low power system and process  
20070254591 Wirefree Intercom Having Error Free Transmission System and Process  
20070229220 Wireless Gate Control and Communication System  
20070229218 Wireless Gate Control and Communication System  
20070216421 Method of Generating High Voltages at Low Frequencies Using Small Transformers  
20070215441 Timed Light Switch  
20070087780 An Adaptive Wireless Headset System  
20070010297 Direct Connect Wireless Headset System  
20060202894 Conductive Plastic Antenna  
20060145845 Temporary mute of alarm in wireless alert system  
20060108876 Automatic lighting for input keys of device in unlit area  
20050250559 ADJUSTABLE EAR CANAL RETENTION TRANSCEIVER/RECEIVER  
20050047565 Self-contained distinctive ring, voice, facsimile, and internet device  
20040204155 Non-rechargeable wireless headset  
20040203521 Modular base plate for wireless device  
20040203357 Automatic bluetooth inquiry mode headset  
20040151337 Wireless ear-piece with conductive case  
20040151286 Self-contained single telephone line voice and internet device with DTMF generation capability  
20040137969 Voice activated wireless phone headset  
20040062413 Wireless ear-piece interchangeable microphone/antenna tubes  
20040062412 Adjustable ear canal retention transceiver/receiver  
20030211871 Wireless headset  
20030161454 Self-contained distinctive ring, voice, facsimile, and internet device  
20030087678 Energy conservation system

## **Detailed Legal Experience**

Successfully conducted and orchestrated many lawsuit actions as plaintiff and defendant. Prevailed in every case. Some of the major cases sited below. Experienced in identification and assembly of teams of attorney and experts in order to win court cases and advocate to position the team in a winning direction. Able to direct attorneys at trial and strategize with the team in order to prevail. Highly effective deposition and on-stand testimony, with ability to withstand harsh examination with credibility and attention to detail. Deep understanding of case law and legal minutia.

**Plaintiff against Emerson Radio Corp. Contractual and Lanham Act. Prevailed. All merchandise removed from shelves of mass merchants and damages received.**

**Defendant in patent infringement suit brought by Human Electronics. Prevailed.**

**Defendant in patent infringement suit brought by Kernius. Prevailed at summery hearing as not infringing and also brought the patent to re-examination through the PTO.**

**Plaintiff / Defendant in contractual suit brought by Kutner & Asso. Prevailed. Received damages.**

**Plaintiff against Motorola for contractual matters. Prevailed.**

**Plaintiff in contractual suit against Potter and Bromfield. Prevailed. Successfully recovered fees and attorney costs. Recovered compensation for failed relays in automotive applications.**

**Plaintiff in construction defects suit brought against Earl Graham \$ Asso. Prevailed after a seven day jury trial.**

## **Education**

Northeastern University, 1979-1981, Electrical Engineering.

## **Contact information:**

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Home 310-457-6131  
Age: 47  
Married for twenty years, 2 children  
Citizenship: USA

## **Availability**

Los Angeles area for long term projects. Available nationwide for short term projects.

## **References**

"I first met Mr. Nassimi when he was the President and Chief Executive Office of International Electronics, Inc., a manufacturer of innovative electronic products made in the United States. Founded by Mr. Nassimi in 1985, that company had sales in the double digit millions by the time he sold it in 2007 and relocated to California. Mr. Nassimi impressed me then, as he has continued to do, with his integrity, enthusiasm, drive, innovation and know-how. On a business level, he combines engineering, electronics, manufacturing and marketing knowledge and savvy with natural business acumen. On a personal level, he is extremely personable, principled and persuasive."

**Louise Sommers, Partner, Miller Korzenik Sommers LLP**

488 Madison Avenue Suite 1120 New York NY 10022-5702 direct phone 212-750-0005

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"Shary is a dynamic individual with a crisp understanding of the intersection of the law, technology, and business. He has incredible business acumen and is a fearless negotiator. I have had the privilege of working with him (and even learning from him) on a number of occasions, and would highly recommend him, whether as a CEO, business advisor, technical expert, or strategist."

**David Nocilly, Member (Partner), Bond, Schoeneck & King, PLLC, Syracuse** nocilld@bsk.com

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In the years that Mr. Nassimi has resided in Malibu, he has established extensive roots and network of friends and associates and has been an active member of our City.

I came to know of Mr. Nassimi when he spoke before the Malibu Planning Commission when he was seeking approvals to build his 16,000 square foot home. His mannerism and passion, his abilities and honesty impressed me and the rest of the Malibu City Counsel. Mr. Nassimi has become a close confidant to me and I not only speak and confide in him almost daily, but he has become a trusted friend to Malibu.

Mr. Nassimi recently received a letter from the Governor of California regarding one of his latest published articles, thanking him for his contribution to the State of California. This goes to the level of his passion and contribution to Malibu. Recently, Mr. Nassimi's 14 year old son, Isaac, was elected to serve on the Malibu Youth Commission.

I sincerely recommend Mr. Nassimi as a loyal and powerful advocate in any business or law situation.

**Andrew Robert Stem, Mayor, City of Malibu.** malibumayor@gmail.com

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It is with great pleasure that I write this endorsement for Shary Nassimi. Shary created and managed one of the most dynamic, leading-edge companies, well recognized in the Pacific Northwest. I had the privilege of servicing International Electronics as an Account Manager for 10+ years and later becoming a member of his Sales Team.

The success of IEI can be attributed to Shary's multi-faced talents; he is highly technical and holds multiple patents. His Engineering expertise, combined with his vast knowledge and success in Manufacturing, Marketing, Inventory Control, Vendor Relations and Public Relations all contributed to the success of IEI, as well as his loyalty and fairness towards his employees. He guided many Semiconductor Manufacturers into the creation of technology that was yet to be discovered.

It is again my pleasure to tell you that it has been my privilege to know and have been a part of this dynamic company with Shary Nassimi as its Leader. **Sharon Brommer, National Sales Manager, IEI**  
sharonbrommer@gmail.com

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"Shary is an aggressive businessman who understands how to get things done and get the best results from what he is given. He is extremely engaging, principled and personal. Even though I was at the start of my career he took me in, trusted me and believed in me when most did not. I owe him a lot, from great advise on what it takes to 'make it' to teaching me to believe in myself."

**Skyler Stever, Television and Movie Producer, Belo Network, Portland, KGW NBC**  
sstever@kgw.com

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"I worked at International Electronics, Inc. as a Sales Manager for a product line of manufacturing equipment imported from Asia. Shary was always very professional, creative, and resourceful as a manager and the CEO of the company. I would highly recommend Shary for any position that involves Leadership, out-of-the-box thinking, creativity, imagination, and flexibility. He seems to have the "Golden Touch" when it comes to business. Please call me direct at any time. I would be happy to give Shary only the very best recommendation possible. My cell is: 503-789-2561"

**Mike Gunderson, President, MaRC Technologies** mike@marctechnologies.com

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"Shary is results oriented, smart and a visionary. He was a wonderful client to work for consecutively for two years. Even though we are 3000 miles apart we communicated well and got the job done together. I highly recommend Shary as a business partner."

**Sheila Hamowy, Owner, Media Buyer, Media City** shamowy@attglobal.net

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"I had the great pleasure to represent Shary in a patent infringement dispute. Shary's mastery of the facts of the case, knowledge of the technical details, and cool strategic mind, made him a joy to work with. This is a true winner while remaining centered and true."

**Dan Friedman, Special Counsel, Saul Ewing LLP, Counsel to the Maryland General Assembly**  
danandlaure@comcast.net

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"In addition to being intelligent and thoughtful, Shary was a pleasure to work with. His technology was interesting and his presentation was complete. I wish I had more clients like him."

**Karen (Fienberg) Oster, Patent Attorney, Law Office of Karen Dana Oster, LLC**  
karen@kdopatent.com

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