



Jon Shore

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Objectives

It is my desire to bring my skills and experience to help companies 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, Professional Marketing Copywriting & Editing
- New, Innovative Product Development
- Development and Implementation of Innovative Customer Loyalty Systems
- Customer Loyalty, Loyalty Systems and Customer Service
- Travel industry marketing
- 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
- Personal Success Coaching
- Stress Reduction and Mindfulness Training

Experience

1978 – 1995

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

1978 – Present

Light Unlimited Publishing

Recording and publishing audio programs for relaxation and personal development, built 3 recording studios, audio engineering, voice over, music composition and recording, wild nature recording, music & vocal production, marketing, sales & distribution.

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. I have been writing professionally for 40 years including copywriting and editing for marketing. Website development and SEO, International business development and partner development, due diligence for investment firm, international market research, international business communications. Built and maintain web sites. (www.corporateconsulting.net, www.jbsgroupplc.com, selling.jbsgroupplc.com, [Business English.](#))

1999 - Present

Founder & CEO

Sentegra

(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 systems design and development in Latvia for firms in the US and Western Europe.

2012 – Present

Berry Naturals
Founder

Natural products from Aronia and other super berries

2012 - Present

ShopperSherpa (Qoupn)
Partner & Chief Strategy Officer

Cutting edge shopping, loyalty and customer service system, business analyst, system design

2011 – Present

Beautiful Latvia Project
Founder

Social project for making Latvia more beautiful

2013 – Present

MGI1 Corporation
General Manager for Eastern Europe
Investment, Strategy, Management

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

Native 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. Business analysis and design of enterprise level software systems

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 Servers

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 development

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, professional writer, copywriter and editor for 40 years.

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.