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PROFESSIONAL HEADLINE

Highly successful professional available for employment: Extensive sales, business development, marketing, and management, and economic research experience. I'm looking forward to utilizing my innovative problem solving, solution selling, and deal making to my next transaction.

REAL ESTATE BUSINESS SUMMARY

www.osbaldeston.biz/resume/real_estate_intro.pdf

EDUCATION

- **U**niversity of **C**alifornia, **L**os **A**ngeles - Bachelor of Science, Economics (1985)
- **U**niversity of **C**alifornia, **L**os **A**ngeles - Graduate Program, Economics (1986 – 1987)

PROFESSIONAL EXPERIENCE

Realty World Homesellers.com – San Carlos, CA – (8/2001 – Present)

Real Estate Investment Specialist / Advisor – Self Employed Agent

- Created a unique combination of services benefiting local businesses, business professionals, and real estate investors.
- Provided unparalleled expertise in economics, research, management, sales, marketing, and negotiations skills to San Mateo County and Santa Clara clients.

EMDAL Inc., - San Carlos, CA - (9/2004 – 2/2006) – Consulting Agreement

Sports Marketing and Promotion Company - Executive Vice President

- Reported directly to the CEO.
- Intimately involved in all aspects of creating, building, and running a new business.
- Successfully acquired angel funding.
- Formed several business partnerships and marketing agreements with companies such as the College Football Hall of Fame.
- Hired, trained, and managed over 20 sales representatives.
- Personally negotiated and closed three year contracts with the Orange Bowl, Sun Bowl, Holiday Bowl and Poinsettia Bowl.
- Directly involved in new product development and enhancements.

Health Hero Network - Mountain View, CA – (10/2000 –3/2001)

Technology Solutions for Health Monitoring - Director of Business Development

- Developed strategy to pursue the genomic and pharmaceutical research market. Strategy included the pre-drug development phase, Phase III (human testing) clinical trials, and Phase IV post marketing drug studies.
- Trained and managed 5 direct reports.
- Coordinated and managed activities between engineering and marketing to develop the specifications, timeline, and resource requirements.
- Initiated and closed fund raising with platform partners and other companies where future business would be affected by HHN patents.

WebMD (WellMed, Inc.) -Burlingame, CA – (11/1999 –10/2000)

The leader in on-line healthcare information and data exchange - Regional Sales Manager

- #1 Regional Sales Manager with sales to WellPoint, Health Net, Group Health, and McKesson HBOC.
- Trained and managed two direct reports.
- Created a national pricing and sales strategy for WellMed tools portfolio.
- Formed a cooperative concept working with pharmaceutical companies to both enhance WellMed revenue and reduce cost to managed care organizations.

Constella Group Inc. – Burlingame CA – (9/1996 – 11/1999) (Constella Group purchased Protocare Sciences formerly Value Health Sciences in 2003)

Enhancing human health through innovative science, technology, and knowledge solutions – National Account Executive

- 1998 and 1999 sales and account management activities for (15) large pharmaceutical companies.
- 1996 and 1997 sales to managed care organization west of the Mississippi.
- #1 Sales Person 1996, 1997, 1998, and 1999.
- Exceeded target sales quota by over 20% 1998 and 1999.
- Achieved successful sales to proposals rate of 60%.
- Identified a strategic partner for the company which resulted in \$500K in revenue within first quarter of 1999.
- Successfully trained three new sales executives.
- Developed strategy for launching new product lines in the pharmaceutical market.
- Closed the company's first new product offering within the first 3 months.
- Expanded current insurance and HMO market into the employer coalition market.
- Increased regional territory revenue 15% over prior year.

MEDSTAT - San Francisco, CA – (2/1995 – 11/1996)

A Healthcare Information Company - Regional Sales Manager and SF Office Manager

- Built territory potential from zero to over \$4.8M in first year.
- Increased regional office revenue by 20%, doubling previous year's new client revenue.
- Significant contributor to product line sales and marketing plan by identifying new products and consulting services.
- Successfully recruited consulting expertise to the San Francisco Regional office.

William M. Mercer – Los Angeles, CA – (1/1989 – 2/1995)

Human Resource Consulting - Manager of Healthcare Information Solutions

- Developed a department that pooled together necessary skills in computer science, economics, business, system modeling, and healthcare to successfully deliver what is now known as decision support software.
- Managed 8 direct reports.
- P&L responsibility over \$1 Million.
- Increased direct revenue from \$0 to over \$1M per year with \$5M of indirect revenue annually.
- Managed projects across multiple divisions; health and welfare, compensation, and retirement.
- Expanded from Los Angeles to support all four California offices (Orange, San Francisco, and San Jose).
- Provided valuable differentiation of services for fortune 100 companies.

Health & Welfare Consultant / Health & Welfare Senior Analyst / Compensation Analyst

- Created and maintained HMO Negotiation Software Applications for General Motors, Occidental Petroleum, Hughes Aircraft Company, and Lockheed Martin.
- Created a Medical and Dental Indemnity Electronic Claim Analysis Audit Application for University of California, Joint Powers Authority, and Los Angeles Unified School District.
- Created Financial and Administrative Information Systems.
- Created and installed a Labor Negotiations Cost Model on-site for Los Angeles Rapid Transit District.
- Created a Sales Incentive and Bonus Model for Marriott Hotels and Resorts.

The Rand Corporation - Santa Monica, CA – (1/1986 – 1/1989)

Objective Analysis Effective Solutions - Economics Research Consultant.

- **Assessing Salary and Overhead Structure:** Created comprehensive direct and indirect cost estimates of military personnel. Co-authored a Rand report, *The Incremental Costs of Military and Civilian Manpower in the Military Services* with Dr. Adele Palmer (July 1988) for the Office of the Assistant Secretary of Defense, Force Management, and Personnel. ([Rand publication N-2677](#)).
- **Cost Efficient Mixture of Work Force by Overhead Structure:** Created a linear programming/steady state model that recommended the most efficient mixture of active, reserve, and civilian personnel. Co-authored a Rand report, *Developing Cost Effectiveness Guidelines for Managing Personnel Resources in The Total Force Context* with Dr. Adele Palmer and Dr. Peter Rydel (January, 1990) for the Office of the Assistant Secretary of Defense, Force Management and Personnel. In the early 90's The US Air Force started full-scale implementation of our methodology and research. ([Rand Publication R-4005/1-FMP](#)).