

Rudy Ortiz

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Skills/Knowledge Base

- Analyzing
- Budgets
- Business Dev.
- Business Plans
- Computers
- Conference Dev.
- Consulting
- Contracts
- Customer Service
- Databases
- Director
- E-Commerce
- Electronics
- Finance
- Human Resources
- Incubators
- Instrumentation
- International
- Management
- Marketing
- Manufacturing
- Negotiating
- Operations
- Process Controls
- Procurement
- Research
- Sales
- Securities
- Spanish
- Teaching
- Technology
- Tradeshow

Major Achievements

- Produced significant productivity gains and better relations between management and labor by assisting Reynolds Metals Co. in developing gain-sharing program.
- Chaired NAFTA subcommittee of Texas' Senate Committee on Trade and Technology. Impacted Texas' implementation of NAFTA trade policy causing major trade gains.
- Created major anthology on doing business in the Commonwealth of Independent States, former U.S.S.R. Used by professors and students at Texas A&M-C.C. as reference source.
- Created first Small Business Technology Conference in Corpus Christi, TX. Provided attending businesses with knowledge and information, allowing them to make informed acquisition decisions of technology tools to improve productivity. Over 1000 participants.

Business/Work Experience

Business & Technology Consultant – Ark. Small Bus. & Technology Dev. Center - 3/2010 - Present

- Assist clients with development of business and marketing plans, review financial statements and consult with clients on various business areas including international, intellectual property, technology, manufacturing and operations issues. Provide general guidance on business operations improvements.
- Provide certified Fast Trac training to new and existing businesses.

Operations Manager – College of IT - Western Governors University - 5/2008 – 4/ 2009 SLC, UT

- Directed the efforts of 12 PhDs and 2 Masters level staff in providing educational mentoring and support services to 13,000 on-line students
- Created and maintained performance metrics to ensure our staff was working at optimal levels in support of their students
- Was liaison between College of IT and the other Colleges within the University

Assistant Director - Small Business Development Center 11/04 – 5/2008 SLC, UT

- Assisted in directing the efforts of counseling and administrative staff.
- Assisted clients with development of business and marketing plans, review financial statements and consult with clients on various business areas including international, intellectual property issues, technology, manufacturing and operations issues.
- Responsible for the development, implementation, and management of the Center's training programs for SBDC clients. Provide certified Fast Trac training to new and existing businesses.
- Responsible for marketing the SBDC and its services.
- Acted as liaison between the SBDC and the various chambers of commerce, banks, ethnic and secular entities, educational institutions, governmental agencies and general public.

Small Business Consultant - Strategic Business Solutions 2/99 – 3/2010 TX, CO, NM, UT

- Have operated a business-consulting firm either on a full or part-time basis
- Provide consulting services to start-up and expanding businesses
- Areas of expertise:
 - business plan dev. ◦ management ◦ marketing ◦ finance ◦ international business
- Have successfully assisted companies, impacting expansion of jobs and new products
- Most clients referred by SBDC's and Manufacturer's Extension Partnership (MEP)

General Manager - Quicktruss, Inc. 10/02-10/03 Farmington, NM

- Provided operational management of the company including manufacturing and R&D
- Managed marketing and National/International Accounts sales
- Managed contract negotiations with lenders, vendors, clients, and tool manufacturers
- Developed and implemented Financial and Human Resource systems
- Solved technical/manufacturing issues allowing company to accomplish business goals
- Participated in major tradeshow promoting new and existing product lines
- Increased sales more than 450%
- Reduced cost of capital by 23% and cost of manufacturing materials by 35%

Director- Small Business Assistance Center 6/97-2/99 Corpus Christi, TX

- Director over three programs: DoD Procurement Technical Assistance Center, Minority Business Development Center, and Small Business Development Center
- Directed efforts of five consultants and two administrative assistants
- Provided general administration of the Center
- Created business plans
- Developed and reviewed client's financial statements
- Handled international business issues
- Delivered training on Marketing, Bus. Plan Development, Strategic Business Analysis
- Responsible for the development, implementation, management of the Center's budget
- Was public face and liaison between the SBDC, Chamber of Commerce, legislative/political bodies, funding sources, bank presidents, and general public
- Assigned to several business-community related positions
- Created first Small Business Technology Conference in Corpus Christi, Texas

Additional Skills

- Eleven years experience in Industrial Process Control Instrumentation including electronic, pneumatic, hydraulic, and mechanical systems repair and maintenance.
- Eight years experience in Computer hardware repair and maintenance
- Four years in Communications Equipment repair and maintenance field with USAF

Education

- MBA w/ emphasis. in International Business - Texas A&M-C.C., completed 5/96. GPA 3.85
- BBA-Major-Management, Minor-HR, Texas A&M-C.C., completed 12/94. GPA 3.5
- Certification - Global Business Mgmt (12/2007)
- Certification - Human Resources Mgmt (11/2009)
- Certification - Technology Consultant (9/2010)
- Certification - Global Business Professional (5/2012)
- Certification - Incubator Manager (5/21012)
- Adjunct Instructor of International Marketing at UALR