

Steven R. Falk

Local +1.941.706.2459 · Mobile +1.213.304.3004 · E-Mail sfalk@StevenFalk.com
15 Paradise Plaza #173 · Sarasota, FL 34239-6905

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Internet <http://www.StevenFalk.com>
15 Paradise Plaza #173, Sarasota, FL 34239

Summary of qualifications

- Proven record of setting realistic goals, creating rational plans, and exceeding projected results.
 - Five-time **Top 1%** Employee – Carlson Companies.
 - **40,000% Return on Investment** in Year One – TravelJobs.com.
- [ISO](#) / [Six Sigma](#) / [TQM](#) / [Zero-Defects](#) Expert.
- [Technology](#) Solutions Expert.
- [USPTA](#) Certified Tennis Professional.
- [USTA](#) Certified International Tennis Tournament Referee and Umpire.
- Excellent communication and relationship building expertise within all levels of companies and the community.
 - **100%** Account Retention of Corporate Clients.
- Strong observation skills – able to identify strengths and weaknesses and immediately initiate appropriate action to eliminate distractions.
- Fully conversant with the fundamental skills needed to form a lifetime of successful achievement.
- Recognized for creating an atmosphere that is both professional and fun.

Professional experience

1998 - Present *Self-Employed*

1998 - Present *Various Facilities* *Worldwide*

Pro Tennis Coach, Promoter & Speaker

- Six Sigma / Zero Defect Training and Education for Professional and Non-Professional Athletes.

2009 - Present [USTA, Inc.](#) *White Plains, NY*

Tennis Photographer

- Provide perpetual, worldwide photographs in connection with the USTA Pro Circuit mission of promoting and developing the growth of tennis.

2007 - 2008 [Aquatherm, Inc.](#) *Provo, Utah*

Consultant: Marketing, Operations, Relationship Management and Sales

- Initiated and cultivated the selling process in North America at the new U.S. Headquarters for [Aquatherm GmbH](#).
- Researched and deployed a company-wide Customer Relationship Management ([CRM](#)) solution.

Professional experience

2002 - 2007 [Stanford University](#) Palo Alto, California

Tennis Coach

- Individual, group and team structures.
- Recognized for the advancement of top players to continually raise their own personal bests beyond expectations/previous levels.
- Increased rate/speed of learning by utilizing video equipment to assist student visualization/communication processes.
- Understood the individual goals and objectives and proactively initiated effective communication at all levels in order to achieve success and satisfaction for everyone.

2002 - 2003 [Saratoga Country Club](#) Saratoga, California

Director, Junior Tennis Program

- Established community relationships by participating in all club events; tennis, golf, membership, community services and family outings.
- Taught individual lessons and group clinics, specifically charged with the programs for children and junior players.
- USTA leagues, junior activity program and USTA tennis tournaments.

1998 - 2002 [Silicon Valley JCC](#) Los Gatos, California

Tennis Instructor

- Prepared and taught daily lessons year-round to pre-school through 2nd grade students, as well as lessons to members of all ages.
- Assisted with clinics and summer camps for Los Gatos High School students as well as JCC USTA teams.
- Supervised tennis staff and program on behalf of Tennis Director.

1998 - 2002 [TravelJobs.com](#) San Francisco, California

Founder, President and CEO

- Established a global company to fulfill recruiting needs for the largest industry in the world; Travel, Entertainment, Recreation and Hospitality.
 - Exceeded business plan sales goals in year one by 20% and year two by 100% with a **40,000% ROI** (Return on Investment) in Year One.
 - Created first web-based benchmarking & statistics product for the industry ([TravelStat.com](#)) and forged distributor partnerships with [ACTE](#), [Sabre](#), [WorldSpan](#), [WorldTravel BTI](#), [Casto Travel](#), [ARTA](#) and many others.
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1998 [Lockheed Martin](#) San Jose, California

Corporate Travel Manager – Western Development Labs

- Managed the WDL Corporate Travel Department and participated on the National Travel Council in Bethesda, MD.

1997 - 1998 [WorldTravel BTIS](#). San Francisco, California

Vice President, Account Management – Western Division

- Managed a team of Account Managers to implement, proactively consult and retain a portfolio of clients exceeding **\$500 Million** in sales.
- Exceeded sales goals by utilizing a consultative approach to drive results in both expanding the business and increasing profitability.
- Collaborated with staff on yearly business plans and reviews to meet customer retention and incremental growth objectives.

Professional experience

1991 - 1997 [Carlson Companies](#) Minneapolis, Minnesota

Vice President & General Manager - [Siemens](#)

- Managed the worldwide consolidation of this **\$600 million** multi-national account from over 500 agencies to one following adaptation of ISO Quality Standards.
- Developed and executed the sales strategy to win more than **\$175 million** in incremental business.
- Gathered global consensus through executive presentations and built effective client relationships at multiple levels of this very diverse client organization.
- Five-time top 1% [Royal Honor Award](#) recipient.

1991 - 1993 [Academy Pacific Business and Travel College](#)
Hollywood, California

Teacher – Various Travel Profession Certifications

- Taught daily, prepared curriculum courses to students.

1989 - 1991 [American Express](#) Los Angeles, California

District Manager

- [LIFECO](#) Travel Services District Call Center Operations.
- [Thomas Cook](#) Travel Southern CA District Account Management.

1982 - 1985 [Walt Disney Entertainment](#) Anaheim, California

Entertainer

- Performed in Live Shows and Parades at Disneyland, Walt Disney World and EPCOT Center.

Education

American Academy of Dramatic Arts ([AADA](#)), Los Angeles, California

- Dramatic Arts / Performance Arts

University of California ([UCLA](#)), Los Angeles, California

- Industrial Organizational Psychology

4.0+ GPA throughout entire education; K-6, 7-12 & College

Languages

English, French and Spanish

Professional memberships

[AADA](#) (American Academy of Dramatics Arts) Alumni Association

[ACTE](#) (Association of Corporate Travel Executives)

[Chamber of Commerce](#)

[Kiwanis International](#)

[NBTA](#) (National Business Travel Association)

[USPTA](#) (United States Professional Tennis Association)

[UCLA](#) (University of California Los Angeles) Alumni Association

[USTA](#) (United States Tennis Association)

References

Peter Burwash, [Peter Burwash International](#)

Marilyn Carlson, Chairman and CEO, [Carlson Companies](#)

Steve Fisher, Vice President, [APA Talent and Literary Agency](#)

Hanna Murphy, former Vice President of Shared Services, [Siemens Corp.](#)

Ken Swanton, former CEO, Lowestfare.com; former EVP, [Carlson Companies](#)

John Ueberroth, Chairman of the Board, [Ambassadors Group, Inc.](#)

Additional Personal and Professional References Available Upon Request