

# Steven Falk

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## Summary of qualifications

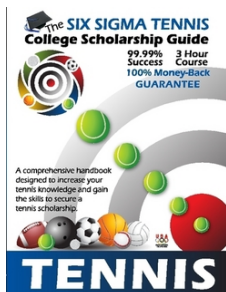
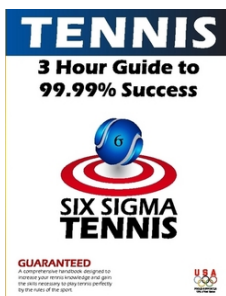


# 6σ



- Proven record of setting realistic goals, creating logical, 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 Referee and Umpire.
- [CPR](#) / [AED](#) Certified
- 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



2009 - Present [World Sports Media Group, Inc.](#) Sarasota, FL  
CEO

- Six Sigma Training and Education for Professional, Non-Professional, Junior, Wheelchair, College & University Athletes.
- Pro Sports Author, Coach, Photographer, Promoter, Referee, Speaker & Umpire.
- Provide perpetual, worldwide media in connection with the [USTA](#) Pro Circuit mission of promoting and developing tennis.
- Six Sigma Sports series of books
  - [“Six Sigma Tennis”](#) ISBN 978-0-9826521-0-7
  - [“Six Sigma Tennis College Scholarship Guide”](#) ISBN 978-0-9826521-1-4

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 2<sup>nd</sup> 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.



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 BTI](#) S. 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



Education



Languages

Professional memberships

References

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](#) CA & FL, USA

Singer / Dancer

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

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

- Dramatic Arts / Music

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

- Psychology
  - [Industrial-Organizational Psychology](#)
  - [Sport Psychology](#)

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

English, French and Spanish



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

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

[ASQ](#) (American Society for Quality)

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

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

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

World Class Personal and Professional References Available Upon Request.

# Steven Falk

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## Hands-On Business Experience Leading Projects, Teams & Organizations in the following:

1. The **International Organization for Standardization** (*Organisation Internationale de Normalisation*), widely known as **ISO**, is an international-standard-setting body composed of representatives from various national standards organizations. Founded on 23 February 1947, the organization promulgates worldwide proprietary industrial and commercial standards. It has its headquarters in Geneva, Switzerland. While ISO defines itself as a non-governmental organization, its ability to set standards that often become law, either through treaties or national standards, makes it more powerful than most non-governmental organizations. In practice, ISO acts as a consortium with strong links to governments.

ISO's work makes a positive difference to the world we live in. ISO standards add value to all types of business operations. They contribute to making the development, manufacturing and supply of products and services more efficient, safer and cleaner. They make trade between countries easier and fairer. ISO standards also serve to safeguard consumers and users of products and services in general - as well as making their lives simpler. You will find an introduction to ISO in the *About ISO* section of *ISO Online*.

2. "**Zero Defects**" is Step 7 of "Philip Crosby's 14 Step Quality Improvement Process". Although applicable to any type of enterprise, it has been primarily adopted within industry supply chains wherever large volumes of components are being purchased (common items such as nuts and bolts are good examples).

Zero Defects was a quality control program originated by the Denver Division of the Martin Marietta Corporation (now Lockheed Martin) on the Titan Missile program, which carried the first astronauts into space in the late 1960s.

3. **Total quality management (TQM)** is a business management strategy aimed at embedding awareness of quality in all organizational processes. 'Total' in TQM implies that it is applied organization wide. 'Q' in caps brings in the paradigm of conceptual Quality and 'M' is the abbreviation for usual management with attendant functions. All types of organizations, namely manufacturing, education, hospitals, call centers, government, and service industries have reportedly deployed TQM. Even NASA space (and their science programs) does not remain insulated.

TQM essentially is a people dependent process. To derive full benefit of TQM, people in any organization (Player Support Network) should be synergized. Thus organizations are expected to maintain a company wide strategy that devolves responsibility to every employee for the quality of their work and the work of their team (Coaches, Managers, Parents, Players, Trainers, etc.)

4. **Six Sigma** is a business management strategy originally developed by Motorola. Six Sigma seeks to improve the quality of process outputs by identifying and removing the causes of defects (errors) and variability in processes. It uses a set of quality management methods, including statistical methods, and creates a special infrastructure of people within the organization who are experts in these methods. Each Six Sigma project carried out within an organization follows a defined sequence of steps and has quantified targets. These targets can be financial (cost reduction or profit increase) or whatever is critical to the customer of that process (focus, strategy, footwork, stroke production, etc.). Six Sigma originated as a set of practices designed to improve manufacturing processes and eliminate defects, but its application was subsequently extended to other types of business processes as well. In Six Sigma, a defect is defined as any process output that does not meet customer specifications, or that could lead to creating an output that does not meet customer specifications.

5. The **Malcolm Baldrige National Quality Award** is an annual award that recognizes U.S. organizations in the business, health care, education, and nonprofit sectors for performance excellence. It is administered by the Baldrige National Quality Program, which is based at and managed by the National Institute of Standards and Technology, an agency of the U.S. Department of Commerce.

The Baldrige National Quality Program and the associated Award were established after President Reagan signed into law the Malcolm Baldrige National Quality Improvement Act of 1987 (Public Law 100–107). The Program and Award were named for Malcolm Baldrige, who served as United States Secretary of Commerce during the Reagan administration.

The Award promotes awareness of performance excellence as an increasingly important element in competitiveness and information sharing of successful performance strategies and the benefits derived from using these strategies.

The Baldrige Award is the only formal recognition for the performance excellence of U.S. organizations given by the President of the United States.

6. **Industrial and organizational psychology** applies psychology to organizations and the workplace. Industrial-organizational psychologists contribute to an organization's success by improving the performance and well-being of its people. An I-O psychologist researches and identifies how behaviors and attitudes can be improved through hiring practices, training programs, and feedback systems.

Common research and practice areas for I-O psychologists include:

- Job performance
- Job analysis
- Personnel recruitment and selection
- Performance appraisal/management
- Individual assessment (knowledge, skills, and ability testing, personality assessment, work sample tests, assessment centers)
- Psychometrics
- Compensation
- Training and training evaluation
- Employment law
- Work motivation
- Job attitudes (e.g., job satisfaction, commitment, organizational citizenship, and retaliation)
- Occupational health and safety
- Work/life balance
- Human factors and decision making
- Organizational culture/climate
- Organizational surveys
- Leadership and executive coaching
- Ethics
- Diversity
- Job design
- Human resources
- Organizational development (OD)
- Organizational Research Methods
- Technology in the workplace
- Group/team performance