

Eliot Bernstein
Boca Raton, FL (561) 999-8899 work

Work Experience: Over 20 years in sales, development, creation and implementation of new businesses. Experience in developing a strong national sales team with a proven success record. Responsible for the development and implementation of new technologies, websites, databases and the creation of streaming video and digital imaging patent-pending technologies.

1998 to Present
Boca Raton, FL

iviewit.com, Inc.
Founder/CTO

Florida

iviewit is a multimedia Internet technology company providing proprietary streaming video and virtual imaging solutions.

- Creator and Founder of the patent-pending processes for video streaming and zoom & pan digital imaging.
- Responsible for strategic partner development and corporate technology strategies.
- Co-developed iviewit's business plan and initial equity partnerships.
- Responsibilities include creating and implementing all product development, sales and marketing initiatives.
- Technology consulting and integration for major accounts.
- Integral player raising capital funding of \$3.5 million dollars resulting in a company valuation of \$25 million.
- Developing innovative, computer based multi-media leading edge marketing tools with accent on the viewers media experience.
- Responsible for initial staffing to add complimentary skills.
- Ongoing development of the marketing road map for customer development.

1984 to 1999

SB Lexington

California

President of West Coast Division

- Secured over \$100 million dollars in life insurance premium sales.
- Responsible for hiring, developing and training of a National Sales team.
- Created back and front end computer systems for proprietary insurance products.
- Used Paradox database and MS Networks to create a complex interest rate tracking program.
- Designed multi media marketing tools combining CD Rom & interactive websites.
- Secured major accounts consisting of high net worth individuals and prominent companies: Marvin Davis Companies, Irvine Sensors Corporation, Armstrong Hirsch Jackoway Tyerman & Wertheimer, Irvine Companies, Irell Manella.

1993

**Rock- It Cargo
International Sales Director**

California

Rock-It Cargo is a full service, project-related freight forwarder. Created to serve the music industry and also providing its logistics expertise to many time sensitive and project related industries.

- Responsible for development of new business on an International level.
- Responsible for the marketing, promotion and development of high profile projects within the entertainment industry.
- Developed and implemented service model and transportation tracking system to optimize start to finish of each project
- Restored delivery confidence to clients who had used other services.

Education:

University of Wisconsin/Madison B.S. in Psychology, specializing in the relationship of human interaction and the computer, minor in Astronomy.