

MICHAEL D. MOORE

6421 NW Oak Creek Drive

Corvallis, OR 97330

nbimike@comcast.net

(541) 752-3333

EDUCATION

MBA, *Marriott School of Management (MSM)*, Brigham Young University, Provo, Utah; Emphasis **Marketing and Entrepreneurial/Family Business**, April 1993
BS, *MSM*, Brigham Young University, Major **Business Management-Finance**, April 1990

CONSTRUCTION & REAL ESTATE EXPERIENCE

Owner, Landlord & Real Estate Investor

- *Moore Assets, LLC*, www.yourchateau.com, Corvallis, OR 97330, 2010 to Present

- Discover, purchase, design & develop prime rental properties close to Oregon State University's Campus
- Secure construction & permanent financing while stabilizing assets in the investment rental portfolio
- Established real estate holding company to organize, manage, insure & track RE assets
- Improved neighborhoods by replacing decaying homes with well designed new homes (urban renewal)

Owner, Property Manager

- *Chateau Management*, www.yourchateau.com, Corvallis, OR 97330, 2013 to Present

- Mentor, motivate & assist Brayden Moore, the Managing Member, to maximize rental occupancy
- Partnered with Brayden Moore to quickly develop a well respected property management company
- Leveraged the successful Chateau Construction brand & reputation to launch the new business
- Developed an attractive website in conjunction with Chateau Construction's online brand
- Designed & placed successful advertising & marketing programs (print & online) to recruit tenants
- Acquired & remodeled an inviting office space in a convenient location across from OSU's campus
- Established a growing portfolio of landlords representing over 400 available bedrooms in first 5 years

Owner, General Contractor

- *Chateau Construction*, www.yourchateau.com, Corvallis, OR 97330, 2001 to Present

- *Chateau Cabinets*, Corvallis, OR 97330, 2006 to 2010

- *DIGS Construction*, Corvallis, OR 97330, 2007 to 2010

- Develop & build quality custom homes & investment rentals for clients & Moore Assets LLC
- Positioned Chateau Construction as one of top custom home builders in the area
- Pre-sold & built over 100 custom homes & investment rental projects
- Reinvented the Chateau Construction business model due to The Great Recession & re-positioned the company as one of top investment rental developers in the area
- Designed & built projects valued at over \$60 million
- Researched, evaluated, negotiated & established relationships with quality subs, vendors & lenders
- Purchased heavy equipment & established in-house excavation & cabinet shop operations
- Hired employees, secured workmens' comp, setup payroll & medical benefits, etc.
- Passed state licensing requirements & secured bond & insurance
- Established business practices, processes & computerized accounting
- Registered company name, designed company logo & image, created & posted website, etc.

BUSINESS EXPERIENCE

President & CEO, VP of Marketing

- *New BioProducts, Inc.*, www.newbioproducts.net, Corvallis, OR, 1993 to 2015

- Established New BioProducts, Inc. as the dominant marketshare leader for crown gall solutions
- Marketed, sold & distributed NOGALL™ throughout North America to nurserymen & resellers
- Imported biological control (NOGALL™) from Australian manufacturer
- Developed strategy & managed day-to-day operations of bio-tech distribution business
- Updated & automated routine business processes using computer software
- Orchestrated transition of NBI ownership & management without interruption of business
- Negotiated exclusive US distribution agreement with the Australian patent holder
- Increased company revenues more than 300% as company president from 2001 to 2015
- Formally dissolved company in 2015 when primary product was no longer available in the US

Co-Founder, SVP of Business Development, SVP of Marketing

- *MyAssociation.com*, Salt Lake City, UT, 1998 to 2000

- Influenced the company's mission & strategy as an original co-founder & member of executive staff
- Authored the company business plan which led to over \$23 million in private/venture capital funding
- Negotiated & wrote unique reseller & marketing agreements based on the business plan pre-clients
- Sold first association clients & end-users on the company's technology & benefits program
- Increased client base 8 fold while acting as interim SVP of Sales (provided new tools/accountability)
- Screened, interviewed, hired & managed marketing team of eight marketing professionals
- Developed marketing programs to drive customer utilization of MyAssociation.com services
- Created compelling websites, tradeshow, PR & advertising to build MyAssociation.com awareness
- Developed marketing tools to support the sales team in sales generation & implementation

Alliance Manager, Worldwide Promotions Manager & Product Manager

- *Hewlett-Packard*, IJBU, Corvallis, OR, 1993 to 1998

- Authored the HP Instant Delivery Product Plan
- Sold & negotiated terms with publishers including CNN, USA Today, News Corp., PointCast, AOL, Nickelodeon, TIME, Slate, MSNBC, etc.
- Pioneered the first national retail promotions (CardShop Plus! & Calendar Creator) for this product line driving increased usage of inkjet consumables in 1994 to 1998
- Conceived, proposed, designed & executed (with regional mktg. centers) the "BIG CD" promotion, which distributed over 15 million FREE CDs to promote color printing in 6 languages worldwide
- Strategically led business teams through R&D & manufacturing difficulties to product introduction
- Partnered with strategic resellers to enhance their HP business success including: Office Depot, Office Max, Staples, Wal-Mart, Azerty & DaisyTek
- Rewarded for stellar performance with HP stock options as part of the "STAR" recognition program

Account Executive

- *AT&T*, Portland, OR, 1990 to 1991

- Marketed telecom systems (PBX), network services & fiberoptics
- Generated sales leads, wrote proposals & gave customer presentations

Pricing Analyst & Marketing Support Assistant

- *IBM*, Manassas, VA, 1988 & Salt Lake City, UT, 1990

- Prepared responsive proposals for government defense contracts
- Marketed various IBM systems & solutions to large account customers

INTERNATIONAL

- Lived in France & Belgium as a missionary from 1984-1986
- Speak, read, & write French fluently
- Lived in Germany (with family) for 5 months in 1996 on assignment with Hewlett-Packard
- Negotiated a distribution agreement with an Australian firm
- Visited & evaluated Australian manufacturer's operations
- Routinely coordinate the import & customs clearance of NOGALL™, a biological control

SALES

Construction projects, Real Estate, Bio-Tech, Computer HW, Telecom systems, networks & services

COMPUTER

MS Word, Excel, PowerPoint, Publisher, QuickBooks, etc.

ACHIEVEMENTS

Academic Scholarships, *BYU*, 1983, 1987-1989 & 1991-1993
Eagle Scout with bronze, silver & gold palms
HP STAR Award & Stock Options, 1994 & 1996
Assistance League National Operation School Bell Award, 2016

INTERESTS

Family, woodworking, electronics (audio, video, PCs), & violin
Co-Founder, President, Vice-President & board member of the Willamette Valley Down Syndrome Association (WVDSA)
Board Member for the Assistance League of Corvallis 2015 to present