

# Steve Froehlich

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## OBJECTIVE

To enhance the vitality, quality and economic prosperity of San Diego and its growing film industry by utilizing my experience in film production, management, operations, research and development, human resources, marketing, sales and consulting

## ABILITIES

- » Effective at identifying opportunities, developing focus and providing tactical business solutions and strategic business planning
- » Strong negotiation skills and conflict resolution aptitude
- » Successful rapport-builder and prospector with a consultative/relationship selling style and an emphasis on customer service
- » Highly effective telephone opening/closing abilities
- » Exceptional motivator and leader, always with a focus on the positive
- » Trustworthy, loyal, dedicated and team-oriented; but able to achieve results independently
- » Excellent verbal, written and public speaking skills
- » Exceptional at research-and-development and information gathering
- » Voracious student and willingness to learn, with professional development in sales, management and leadership

## EDUCATION

- » San Diego State University, May 2007, Master of Business Administration (MBA) in Entrepreneurship and Management
- » George Washington University School of Business, 2006, Project Management Training Course
- » San Diego State University, May 2001, Bachelor of Arts (BA) in Journalism, Cum Laude

## PROFESSIONAL EXPERIENCE

### 5x5 Productions: Executive Producer / Owner

**San Diego, CA (8/08-present)**

Performing various production roles for multiple clients in San Diego and Los Angeles

- » Co-Executive Producer for Web series “Blood Brothers” 2014 (IMDB); Raised \$50,000 for 1<sup>st</sup> 3 episodes; 16 more episodes in development (currently being optioned)
- » Blood Brothers was accepted into 15 festivals, won 6 (including internationally), with 8 additional festival awards; swept the San Diego Film Awards winning 6 of 9 awards
- » Executive Producer and Star for the short film “Wilderness of Pain” in 2009 (IMDB); Raised \$1,000
- » Currently: Pre-production sci-fi short, scripting new feature, raising money for new projects

### Actor

**San Diego, CA (8/08-present)**

Currently represented by Frank DiPalermo of the Shamon-Freitas Agency in San Diego since 2011

- » SAG/AFTRA eligible
- » 4 full-length feature films, over 25 short films, over 15 commercials, 3 plays (2 as the lead), multiple performances in improv, live skits, stand-up, public speaking, hosting and voice-over
- » Won Audience Choice Awards at the 48-Hour Film Festival in 2008 and in 2011, 2012
- » Member of the Drama Ministry at the Rock Church San Diego
- » Originally repped by Nanci Washburn of the Artist Management Agency in 2010

**BOSU Fitness, LLC: Vice President of Business Development****San Diego, CA (1/09-6/13)**

Recruited by the inventor of the BOSU Balance Trainer® to create, design, test, source, build and market new products, programming and service offerings for the fitness industry and promote via video production

- » Developed Rolling Ropes™, Monster Rolling Ropes™ (Goliath's Shoe Lace) and CORE™ FIST™ products and their exercise programming routines, not including multiple products that didn't make it to market
- » Trained professional athletes (MMA Fighters, Boxers, Track-and-Field) and fitness professionals (Personal Trainers, Coaches, Studio Owners) to test the validity of each invention and gather appropriate testimonials
- » Video Production: Wrote Scripts, in charge of all Pre-Production, Directed and Shot, on Sony HDV HVR-1 and Edited on Final Cut Pro, Distribution (both DVD and online)
- » Managed sales for the San Diego office location, including Customer Service, Quality Control and Vendor Agreements
- » Developed both of the company's Web sites and managed the social media sites
- » Established the Inventor as a Fitness and Entrepreneurial personality and expert through speaking engagements, adjunct professorship and business consulting
- » Managed all 10-99 contracted employees and multiple interns

**Lava Sport & Fitness: Assistant General Manager / Sales****San Diego, CA (8/08-12/08)**

Hired to launch and open the fifth and newest location in "The Boxing Club" chain and increase membership through sales

- » Facilities Manager / Manager-on-Duty for afternoons, evenings and weekends
- » Inside sales: building down line pipeline by fostering relationships with current clients
- » Outside sales: street marketing efforts, passing out flyers, approaching local business owners and schools for cross-marketing efforts and/or to add to employee benefits
- » Created fitness program packages for local businesses to assist in reducing health costs
- » Managed street team efforts, consisting of junior sales associates, athletic trainers and front desk staff

**Wise Man Construction: Chief Operating Officer / General Manager****San Diego, CA (4/08-8/08)**

Brought in as a consultant for Policy and Procedure development and Human Resources management in an exterior residential remodeling company

- » Grew monthly sales from \$90,000 to \$118,000 to \$140,000 to \$149,000
- » Grew monthly production revenue from \$67,000 to \$87,000 to \$107,000 to \$151,000
- » Decreased customer service warranty issues and distressed contracts by 75%
- » Reduced Accounts Payable from \$125,000/120 days past due to \$37,000/30 days past due
- » Increased qualified/opt-in lead generation by over 200% at monthly home shows and conventions (utilized ACT! Database)
- » Was the Hiring Manager for over 11 new positions in sales, legal, financial and labor
- » Created an internship program and managed 7 total business and marketing interns

**de»fine Lifestyle Enhancement Club: Co-Founder / COO / Gen. Mgr.****San Diego, CA (12/05-8/08)**

Managed club and company (Fortress Financial Partners) through incorporation, capital raises, commercial build-out, opening of the club and day-to-day operations, including managing the budget

- » Negotiated a 5-year exclusive right (with a 5-year extension) with the Total Gym manufacturer to be the sole facility to offer their commercial fitness solution (Gravity) in the downtown San Diego market
- » Raised over \$750,000 in debt and private financing for build-out and operations
- » Negotiated a 10-year commercial lease, with two 5-year extensions and \$230,000 in Tenant Improvement allowance (\$55/foot for 4,200 sq-ft)
- » Led brand development by creating the logo, branding, trademark (intellectual property), slogan and print / online marketing materials
- » Developed cross-marketing campaigns with fitness industry vendors and local business partners
- » Developed and implemented operational Policies and Procedures, created sales methodology

- and according sales processes
- » Directed Fitness Operations, Business Development and Public Relations efforts
- » Performed extensive vendor/product evaluation and Market Research on best practices in multiple industries
- » Featured Public Speaker in countless presentations to audiences of all sizes

**SRA International: Analyst II** *[Secret Clearance; currently inactive]* **San Diego, CA (6/02-9/06)**

Worked as an analyst on various types of local, regional, federal, military and government contracts

- » Member of the Strategic Sourcing team that performed Business Process Reengineering in support of the Office of Management and Budget Circular A-76 Commercial Activity Studies and Functionality Assessments: assisted agencies in management and performance of restructuring studies to streamline and make their organization more efficient, with a focus on rapid-study completion, to control costs and comply with Congressional time-to-complete requirements
- » Completed the Most-Efficient Organization (MEO) Independent Review of the Commander, Naval Surface Forces Pacific (COMNAVSURFPAC) A-76 CA study. These three studies concerned some 1,100 government employees at 13 distinct military command locations in five states. Performed functional requirements and workload analysis to help improve Government productivity and reduce costs in accordance with OMB Circular A-76 guidance. Facilitated data gathering sessions for affected employees, collected and compiled workload and productivity data, and analyzed business processes to increase efficiencies and effectiveness within the Navy. Participated in weekly status meetings, produced meeting minutes for distribution to upper management and provided action item follow-up. Developed a Technical Library, consisting of technical manuals and Federal Regulations/Instructions
- » Under the guidance of the U.S. Department of Homeland Security Office for Domestic Preparedness, worked with local San Diego and Los Angeles response agencies on their emergency preparedness programs to support post-9/11 security efforts: led exercise design, development and evaluation; requirements gathering and analysis; event planning; and Concept of Operations development. Clients included County of San Diego (COSD) Office of Emergency Services (OES) and multiple Los Angeles anti-terrorism task forces
- » Provided exercise support to the LA County Operational Area Exercise Program TEWG for producing a video documenting the 2004 LA Forum FSE, as a marketing/training tool in LA County.
- » “Volunteer/Actor” Coordinator for the Glendale exercise site of the Los Angeles County Operational Area Full-Scale Exercise (FSE). Was Senior Controller for staff operations and developed the logistical flow plan at the Los Angeles Zoo for registering, briefing and transporting 1500 volunteers to assist in role-playing for the FSE at the Glendale Civic Auditorium
- » Developed multiple competencies and understanding of a team environment through willingness to support multiple managers and clients

<b><u>Pettigrew Crewing: Freelance Production Operator</u></b>	<b>San Diego, CA (10/00-7/04)</b>
<b><u>XETV-TV, Fox 6: Audio Engineer / Production Operator</u></b>	<b>San Diego, CA (8/02-6/03)</b>
<b><u>KFMB-TV, Channel 8, CBS: Master Control Operator / Production Operator</u></b>	<b>SD, CA (5/02-11/02)</b>
<b><u>KUSI-TV, 9/51: Audio Engineer / Production Operator / Master Control Operator</u></b>	<b>SD, CA (2/01-2/02)</b>
<b><u>KPBS Television San Diego, Channel 11: Production Operator / Student Assistant</u></b>	<b>SD, CA (8/00-6/01)</b>
<b><u>KNSD-TV, NBC 7/39: 2000 Olympics / Sports Intern / Online Writer</u></b>	<b>SD, CA (5/00-8/00)</b>
<b><u>Cox Communications, Channel 4: SD Padres Telecast Production Intern</u></b>	<b>SD, CA (4/00-10/00)</b>
<b><u>The Daily Aztec: Photo Editor</u></b>	<b>SD, CA (8/99-6/01)</b>
<b><u>The Griffin: Staff Sports Writer</u></b>	<b>Buffalo, NY (8/97-5/98)</b>
<b><u>American Radio Systems: Radio Promotions Intern</u></b>	<b>Buffalo, NY (8/97-5/98)</b>

**SAN DIEGO STATE UNIVERSITY MBA PROGRAM**

**Katrina Aid & Relief Effort (KARE): Chief Operating Officer San Diego, CA (10/05-12/05)**

Organized and led over 100 graduate and undergraduate students to rally the local San Diego business community to support local businesses in the Baton Rouge Area affected by Hurricane Katrina

- » In just three months as COO, raised almost \$600,000 for the “Small Business Disaster Relief Fund”
- » Personally responsible for the direct acquisition of over \$150,000, w/\$112,000 in one night at a New Orleans-style Burlesque party with musicians and performers displaced by the Hurricane
- » Assisted securing a corporate investment with a dollar-for-dollar match of all donations
- » In charge of Operations, Logistics, Public Relations, Business Solicitation and Event Planning
- » Producer and Master-of-Ceremonies for benefits concert at Canes Bar & Grill, generating almost \$11,000 in ticket sales with over 400 attendees
- » Managed 45 graduates and 60 undergraduates
- » Co-wrote and developed a 30-page business plan that was used to partner with two 501(c)(3) organizations in Louisiana; Baton Rouge Area Foundation (BRAAF) and Louisiana Association of Business and Industry (LABI)

**“Fit Coach” SDSU Venture Challenge Team**

**San Diego, CA (12/05-5/06)**

- » Member of the 3-person Business Plan team
- » Won the SDSU Venture Challenge
- » Won 2 International Business Plan Competition awards at the MOOT Corp Competition in Austin, Texas in 2006: Best Written Plan and Best Presentation
- » Fit Coach was originally created in the SDSU MBA program Business Plan class and eventually became a real business venture I funded and launched called “Define” (see above employment)

**SOFTWARE SKILLS**

- » MS Office Suite 2011: Excel, Project, Word, PowerPoint, One Note, Access, Groove Virtual Office, Outlook, Visio, Entourage
- » Adobe CC: Photoshop, Illustrator, Acrobat Pro, Bridge
- » Various: Final Cut Pro, Cool Edit Pro, Final Draft 9, Google Docs, ACT! Database, Quickbooks, Garage Band, iMovie, iPhoto, iTunes, Keynote