

EXPERIENCE:

CEO/Chief Architect

FindItByMe.com, Inc - Fallbrook, CA

Feb 2008 – Present

- Developing community based merchant network to enhance to ability of small businesses to retain existing customers and reach out to new customers in new and existing markets.
 - Multi-lingual/ontology based system allows for broad and narrow searches in any target language.
 - Will allow for site search, extended site network search and self-contained subscriber site-only search.
 - Will allow “Hyper Dimensional” search, which is forward and backward searching along all dimensions of the site and extended network.
 - Will allow for point to point routing, mapping and discovery of the local environment via a map interface.
 - Map interface will support multiple layers of information pertaining to business location, nearby parking, entrances and exits, floor level, crosswalks, drive-throughs and handicapped parking spots. This will help patrons know in advance where parking is available before driving to a location.
 - Uses cutting edge web technology which provides for minimal screen refreshes and runs almost no code on the client side. Attempts by hackers to commandeer client side code have been unsuccessful.
 - Will provide a single point of web presence for subscriber. Updates logged on FindItByMe.com or affiliate “shadow” sites will propagate to social networking sites, blogs, RSS feeds, feed burners, and other technologies as they come online. Will provide subscriber with aggregate analytics for all search engines so they can do their own search engine optimization on published content and associated tags.
 - Allows subscriber to track all activity into their site, on the site, out from the site and on all externally linked sites.
 - Will optionally provide linkage to inventory on accounting systems to allow subscriber to expose their saleable inventory to the search network.
 - Will support e-Commerce to allow subscribers to sell from their listing.
 - Will provide businesses of any size all the tools they need to serve existing customers and reach out to new ones.
 - Email campaigns with response codes to track responses and effectiveness.
 - Email newsletters.
 - Fax communications where required.
 - Most options will be available via mobile phone/PDA.

EXPERIENCE:

PRESIDENT

Cygnex Services, Inc - Fallbrook, CA

Feb 2003 – Present

- Spearhead development of a new Windows based produce wholesaler inventory and sales system for the produce wholesale industry. This system allows the sales desk to book an order in eight seconds or less. It allows management to track inventory from field to final delivery. Uses bar codes at the pallet level and can track individual boxes through the system. Allows communications to be originated via email, print or fax and creates a log of all customer/client communications. Tracks and monitors temperature and humidity in cold storage facilities. Records images of shipping documents and records driver signature electronically. Allowed client to reduce staffing by two FTE's.

SYSTEMS ARCHITECT

VESystems - Irvine, CA

Aug 2002 – Feb 2003

- Architecture and product design for their new violation processing system.

DIRECTOR OF TECHNOLOGY

California Private Transportation Company - Anaheim, CA

Dec 1996 – Aug 2002

- Manage and oversee the operation of the ETTM and administrative computers that make up CPTC (in Anaheim and in Corona). These systems provide all revenue generation and analytic capability that CPTC personnel use to operate the company.
- Project Manager and Chief Architect for second generation ETTM system. This system utilizes cutting edge technologies such as workflow, web access, distributed processing and telephony integration as key components for a new paradigm in tolling systems.
- Developed specifications for a new lane-level upgrade to allow CPTC to have a more modern, robust hardware and software platform for revenue collection.
- Designed, procured and implemented Storage Area Network technology for use at CPTC. Built network servers with SAN capability for high speed data access. Configured low-level SAN hardware and software configuration, including high speed fiber-based tape backup systems.
- Obtained designation of MCP (Microsoft Certified Professional) in Microsoft Windows 2000 technologies.
- Act as technical liaison between CPTC and ETTM vendor WorldCom to assure smooth operation of the ETTM system as provided for in our operating contract with them.
- Database Administrator for ETTM system and administrative databases; ensuring data is indexed, processed and archived properly to assure maximum performance of the database system.
- Maintain and control Digital Unix, SCO Unix, Linux, Windows 2000 Server, Advanced Server and Novell operating systems in use at the company.
- Design and implement programs in Informix 4GL under DEC Unix to process data, support marketing programs and run monthly/quarterly statements for customers.
- Implemented automated transfer of customer statement data from CPTC to statement vendor over Internet to speed the production of customer statements.
- Maintain and program as necessary the IVR (interactive voice response) system in use at CPTC to provide automated customer access to most recent customer data.
- Implemented electronic interoperability between CPTC and all toll operators in California, which eliminated labor-intensive hand entry of customer transactions. Subsequently spearheaded use of Internet with secure connection to further streamline the transfer of data.
- Implemented external web site for customer access and feedback; it provides on-line access for customers of their account balance, their most recent statement(s), and allow

EXPERIENCE:

them to sign up and make changes to their demographic information right over the Internet.

- Designed, planned and implemented the ETTM system hardware upgrade; worked with ETTM vendor to build and configure new servers which now process transactions at a ten-fold increase in speed.
- Upgraded servers on the administrative network, significantly boosting resources available to users for file and document storage.
- Implemented an internal/external email system for intra and extra-company communication.
- Implemented high-speed access to Internet, first through ISDN, DSL and then T1 technology.
- Upgraded network backbone from 10/100 Mhz to 1 GHz; this increased internal network throughput by a factor of 100.
- Implemented data warehouse system; it is used to archive data on a continuous basis from the ETTM system for historical and daily analysis of usage trends.
- Implemented proxy server access to Internet; this was to increase security and to track Internet usage to assure that the resource is used for business purposes.
- Install and maintain anti-virus systems to capture and eliminate outside viruses or attacks from affecting company resources.
- Designed and implemented a new violation processing system in concert with NLDC (Northern Lakes Data Corporation) to enhance our ability to identify toll road violators and improve our revenue collecting ability.
- Implemented on-line access to California DMV, which eliminated our reliance on reel-to-reel tapes for the identification of violators by license plates.
- Upgraded older workstations from 486 based hardware to Pentium III based hardware; realized significant productivity gains for users as a result.
- Upgraded entire network to Windows 2000 Server and related back office platforms (Exchange 2000, SQL 2000, ISA Server, Host Integration Server and Active Directory along with an upgrade to Windows 2000 professional on the desktop to assure a more stable and secure operating environment for the users.
- Implemented an advanced firewall (CheckPoint) to further protect and add additional capabilities to remote users; they can access the company network through a secure, encrypted connection over the Internet to work at a remote location as though they were in the office.

PROJECT MANAGER

First American Title Insurance Company - Santa Ana, CA May 1994 – Dec 1996

- Designed new Payroll Data Collection system. This system replaced modem based data collection system by maintaining all remote office data in centralized SQL Server database accessed remotely over our corporate intranet by a browser client and by Delphi client/server application.
- Maintain and enhance current Foxpro DOS application installed at 65 sites countrywide to collect payroll data for internal processing and re-dissemination to payroll sites.
- Supervise technical support specialist for payroll department.
- Designed and wrote management salary review system for company president. This system provides him access to salary history for executives formerly maintained on index cards.
- Promoted from Systems Analyst to Project Manager.

EXPERIENCE:

PROJECT LEADER

Nov 1991 - Apr 1994

The Van der Roest Group - Santa Ana, CA

- Analyzed, designed and implemented a graphical database system for U.S. Government client. This system has been installed worldwide to assist the government with their long-standing need to provide support and enhancement for their signal processing needs.
- Designed and coded a highly customized contact management system for a large medical supply distributor based in Phoenix, AZ. This system supplied new capacity not available previously to track customer service inquiries, process merchandise orders and collect marketing data from over 145 telesales representatives, as well as communicate and exchange fulfillment data with an ADDS minicomputer host interactively.
- Architected and re-wrote the next major release of the company's flagship document management system product. This system provided users with an internal messaging system, a workflow processor, cataloging of multiple documents as a single entity, document search feature and automatic launching or viewing of document-by-document type.

SYSTEMS ANALYST

May 1989 - Nov 1991

Westech Services - Irvine, CA

- Designed and implemented a version control/code management system to provide the means of tracking and documenting system design changes made to the Insurance Policy Management System, which resulted in increased coding efficiency, decreased maintenance overhead, and furnished up-to-date system documentation for program analysts and end users.
- Designed and implemented an automated error logging and error recovery system.

ASSISTANT MIS DIRECTOR

Aug 1988 - May 1989

United Silver & Cutlery - Los Angeles, CA

- Formulated plan to replace outdated NCR minicomputer system with a Local Area Network. Negotiated hardware lease. Installed and administered hardware and software on the Local Area Network under NOVELL/286.
- Analyzed, designed, coded and implemented a multi-user wholesale distribution system. By incorporating the newly implemented system, the company realized a saving of \$40,000 per year on hardware and increased the efficiency of day-to-day operations.
- Recognized for overall effort and achievement, was promoted from Systems Analyst to Assistant MIS Director.

SYSTEMS ANALYST

May 1985 - Aug 1988

Williams Furnace Company - Colton, CA

- Designed and wrote Material Safety Data Sheet system to help company track usage of hazardous materials used in manufacturing processes.
- Designed and wrote a Tool Crib Inventory system to track location of punch press dies on shop floor.
- Designed and wrote a Personnel System to assist personnel department to track attendance, salary history, grievances, etc.
- Modified and enhanced manufacturing and accounting system software written in COBOL.
- Introduced microcomputers to company, starting with one 286 for executive secretary, then progressively putting PC's on every staff member's desk.

Curriculum Vitae
John C. Graffio
Fallbrook, CA 92028

EXPERIENCE:

- Was named Employee of the Year - Company Wide, 1987.

PROGRAMMER ANALYST

Jun 1982 - May 1985

United Silver & Cutlery - Los Angeles, CA

- Enhanced wholesale distribution software in COBOL.
- Wrote Bin Location System module which enabled company to track inventory by bin location.

EDUCATION:

Palomar College - San Marcos, CA
Irvine Valley College - Irvine, CA
University of California - Irvine, CA