

GIL CARDON

BUSINESS & ECONOMIC DEVELOPMENT PROFESSIONAL

CONTACT



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STRENGTHS

Sales & Marketing
Planning & Strategy
Client & Partner Relations
Product & Services
Development
Industry Research
Operations Streamlining
Contract Negotiations
Financing & Fundraising
Nonprofit Governance
Community Outreach
Media Relations
Account Management
Brand Management
Promotional Campaigns
Event Production
Project Management

EDUCATION

UNIVERSITY OF CALIFORNIA,
LOS ANGELES (UCLA)

- B.A. in Sociology
- Degree Minor in Education

NEW YORK UNIVERSITY (NYU)

- Coursework in Business
Administration, Management,
and Operations

PROFILE

Multi-industry professional with seventeen years of business development experience. Recipient of international, national, state, and regional awards for achievements in various economic development projects. Credentials include twenty years of experience in national and international public relations as a business consultant, corporate account executive, education professional, nonprofit director, convention bureau manager, and government ambassador.

EXPERIENCE

FOUNDER & CEO

RIFFSLINGER | New York / Oregon / California | May 2010 – Present

- Consult entrepreneurs, corporations, government agencies, and nonprofit organizations across all industries to help develop and expand their operations, consistently increasing revenues by an average of 20% through conducting extensive market analyses, identifying growth opportunities, and executing business strategies
- Create marketing campaigns for business clients, expanding their audience reach to national television, magazine, and radio features, as well as recognition in international media outlets
- Conducted economic development research project for the Government of Japan, establishing the vehicle license plate commemoration program for the 2020 Tokyo Olympic Games
- Developed business & economic revitalization projects including a Downtown District Night Market, a Mayor's Ball Black Tie Gala, a Silent Disco & Community Auction, a Play Adventures Pop-Up Play Day, a Comedy Showcase starring top-ranked talents, and two live music shows for the CBGB Music & Film Festival

BUSINESS ADVISOR

Central CA SBDC Regional Network | Merced, CA | Oct 2019 – Present

- Provide guidance to entrepreneurs on implementing effective sales and marketing practices, as well as developing strategic business plans for startup and expansion-phase ventures
- Conduct educational workshops for new and existing business owners to provide insights on how to generate and accelerate growth, innovation, and productivity
- Consult business owners in meeting appropriate licensing and permitting requirements, in order to adhere to government laws and promote cohesive city and county planning
- Perform financial reviews to prepare entrepreneurs for loan and grant applications, resulting in over \$1.5 million dollars in funding approved for small business owners within the last four years
- Collaborate with SBDC staff to report growth results to the federal Small Business Administration, including capital infusion, business expansion, and economic impact milestones

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COMMUNITY IMPACT

BOARD OF DIRECTORS
Merced County Hispanic
Chamber of Commerce,
Merced, CA | 2020 - 2021

BOARD OF DIRECTORS
Merced County Arts
Council, Merced, CA |
2020 - 2021

BOARD OF DIRECTORS
KBOO Community Radio,
Portland, OR | 2015 - 2016

AUXILIARY POLICE
OFFICER
New York City Police Dept.,
New York, NY | 2005 -
2010

LANGUAGE AND
CULTURE ADVISOR
The International Center,
New York, NY | 2005 -
2006

ADVANCED ESL
INSTRUCTOR
Kisa Board of Education,
Hiroshima, Japan | 2001 -
2004

LANGUAGES

ENGLISH
Native fluency

SPANISH
Intermediate Proficiency

JAPANESE
Intermediate Proficiency

EXPERIENCE continued

CONVENTION MANAGER – JAPAN NATIONAL TOURISM ORGANIZATION
The Government of Japan | New York, NY | Nov 2010 – Mar 2014

- Directed convention sales within the North American market, advancing Japan as a premiere meetings and events destination within the global travel industry
- Increased the number of international conferences held across Japan by an average of 9% year-over-year, furthering the overall economic development of the nation
- Generated a milestone sales lead for an international congress held in Japan which hosted a record 12,000 participants from overseas
- Coordinated and supervised annual familiarization trips, bringing association executives and professional meeting planners to Japan to tour international conference cities, in partnership with Japanese government bureaus and travel agencies

MANAGER – RESEARCH & STRATEGY
NTT DOCOMO USA, Inc. | New York, NY | Oct 2008 – Apr 2009

- Established B2B relationships and built alliance partnerships with C-level executives, pursuing business development projects and creating sales pipelines across multiple channels
- Negotiated full life cycle of contracts and customized legal agreements with AT&T, T-Mobile, and RIM, further expanding products and services by opening the company's first customer service shop in the U.S.
- Traveled throughout North America to attend technology trade shows, exploring innovative approaches of industry competitors and generating business development reports for Tokyo headquarters
- Improved financial performance by 30% through identifying next-generation business opportunities and driving progressive business solutions

ACCOUNT EXECUTIVE – SALES & MARKETING
NTT DOCOMO USA, Inc. | New York, NY | Jan 2007 – Oct 2008

- Led the corporate sales and marketing division, achieving the first profitable fiscal year for company's subsidiary office in the U.S. by generating over \$500K in revenue
- Developed enterprise strategic relationships by identifying executive-level client needs, resulting in the release of the 8707g smartphone, the first RIM mobile device able to operate both in Japan and the U.S.
- Trained and supervised sales team providing Namimail software and mobile hardware technical support in response to client inquiries
- Drove new business development by directing sales and licensing collaborations with U.S. wireless carriers, successfully earning a promotion to Manager of Research and Strategy

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SOFTWARE SKILLS

Microsoft Office Suite
Google Suite
Salesforce CRM
FileMaker Database
Volgistics
QuickBooks
ADP Payroll
WebStudio 5.0
Squarespace
WordPress
iMovie Video Editing
Canva Graphic Design
Social Media Platforms
Virtual Meeting Platforms

AWARDS

REGIONAL IMPACT AWARD
- UC Merced Small Business
Development Center | 2022

ENTREPRENEURSHIP &
COMMUNITY EXCELLENCE
AWARD - California Hispanic
Chambers of Commerce |
2021

PLATINUM PARTNERS
AWARD - Incentive Magazine
| 2013

GOLD SERVICE AWARD -
M&C Magazine | 2012

EXCELLENCE IN RESEARCH
AWARD - NTT DOCOMO
USA, Inc. | 2009

EXPERIENCE continued

ACCOUNT MANAGER – CLIENT SERVICES

Competitrack | Long Island City, NY | Aug 2006 – Jan 2007

- Managed client accounts for major advertising agencies and Fortune 100 corporations, providing competitive advertising monitoring services and integrated spending analyses
- Researched media expenditures across various industries and multicultural markets, tracking advertising creatives throughout television, radio, newspaper, magazine, outdoor, and online platforms
- Negotiated with clients to strengthen business relations and introduce emerging advertising data, increasing account revenues by 10%
- Provided consultation to clients on using company website and proprietary software for seamless accessibility to customized ad-tracking data

ASSISTANT LANGUAGE TEACHER / CULTURAL AMBASSADOR

JET Programme | Hiroshima, Japan | Aug 2001 – Jun 2004

- Organized and directed special events in Japan, including an annual International Culture Expo which hosted ambassadors ranging from 6-10 different countries
- Provided ESL instruction for K-12 students, developing curriculums, assessments, and extracurricular English conversation classes
- Raised national English proficiency exam scores to number 1 in the region through mentoring students on building study skills and providing guidance for comprehension of course material
- Operated as foreign liaison within the Hiroshima prefecture, authoring a monthly newsletter column, volunteering at community events, and generating progress reports for the city government office
- Participated in culture exchange activities, including practicing the art of the Japanese Tea Ceremony

MANAGEMENT ASSISTANT

Enterprise Rent-A-Car | Los Angeles, CA | Jun 1999 – Apr 2001

- Increased revenues through performing inside sales and driving the monthly 70% sales goal target for supplemental indemnity products and upgrade offerings
- Managed daily office operations by delegating job duties, auditing accounts receivable, and responding to client inquiries and requests
- Generated new business leads through field marketing to existing and prospective corporate partners
- Trained and developed employees in providing high-level customer service, earning the company-wide 100% customer satisfaction award at the LAX international airport branch office