

Curriculum Vitae



Leslie Joel EINHORN

Address: 305 Coopershoot Road
Coopers Shoot NSW 2479

Mail Address: PO Box 950
Byron Bay NSW 2481

Telephone: 02 6687 19 19

Fax: 02 6687 19 18

Mobile: 0412 03 03 66

Email: Les@Les.com.au

Date of Birth: 23rd December, 1958

Citizenship: Australian (Current Passport)

Driving Licence: Heavy Articulated, Current

Marital Status: Married, two young children

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Key Strengths

Managing small business established in 1990 as business technology consultancy. Seasoned Information Technology Professional with over 30 years commercial experience.

Outcome focussed innovative thinker with demonstrated ability to develop business strategies, structures, systems and staff. Quick learner of new technologies and new environments.

Significant experience in project management, consulting and supplying varied business solutions to a wide range of industries.

Market analysis, application design and development.

Professional, Personable and Persevering. Excellent verbal, written, presentation and communication skills to all levels. Training, coaching and mentoring of staff and peers. Able to translate Geek Speak to every day people.

Experienced in representing Vendors and Clients including involvement in Industry User Groups

Career Highlights

Established **Logical Effective Solutions Pty Ltd** in 1990, supplying Information Technology Goods and Services around Australia

- Implemented numerous Customer Relationship Management systems Custom Built, [Tracker](#), [ACT](#), [Goldmine](#), [Sales Logix](#), [MS BCM](#), etc..
- Arranged & Managed the 1994 Australian Tour of [Dr Patch Adams](#)
- Devised sophisticated publications, guides and presentations, designed National New Product Launch for [Wattyl Australia](#) (2005)
- Project Management of \$1.5M Laboratory Information Management System at [Southern Cross University](#) ([Labware](#), multi platform) (2006)
- Developed web based [Conflict Cost Calculator](#) for [CLE Consulting](#) (MS Excel, Java, php) (2006)
- E-Commerce systems; e.g.; [Okanui Classics](#)
- Developed Staff Management, Quality Assurance and global Patent web applications for [Hospira](#) (formerly [Mayne Pharma](#)) (2000 – 2007)
- Implemented significant Y2K readiness program for mission critical legacy systems

Whole Health Institute (Australia) Inc.:

Instrumental in growing educational network from 30 to over 600 Australian multi-disciplinary health practitioners through publications & seminars

FHA Information Systems Pty Ltd:

In small team with 'C' level executives at **National Australia Bank** to implement Group Resource Information Productivity Planning System (GRIPPS) Expert System / Application System (IBM System 9370, VM/AS, SQL, ISPF)

Member of small team to implement and maintain **Telecom** new Directory Information System that improved updates to Australian Phone Directories from 30 days to within 24 hours (IBM MVS, SMP/E)

Planned & Installed plant control system at **EXXON Petrochemical**, integrated IBM to existing Honeywell equipment (IBM 9370, VM, PROFS, NOMAD, GDDM)

IBM Australia Pty Ltd:

Part of small team to establish Programming Support Branch in Victoria, facilitated faster supply of Program Support Fixes from five working days to within 24 hours

Presented new & emerging technology Australia wide at the **IBM World Technology Exhibition**, including Scanning Tunneling Microscopy and new Polymer Technology

Engineering Change Manager, Victoria, managing customers and staff to effect technical version updates to mainframe / midrange equipment

Educational Background

- 1992 Southern School of Natural Therapies:
Diploma Applied Science - Naturopathy (Incomplete)
- 1990 - 1991 Victorian School of Massage:
Certificate of Remedial and Sports Massage
- 1977 - 1979 Royal Melbourne Institute of Technology:
Certificate of Technology (Electronics)
Certificate of Technology (Audio Visual Media)

Other Training

Numerous small courses, including Leadership, Small Business, Marketing, Sales, Communication, Bookkeeping, Time Management, Technical Training

Vendor Relationships

Established personal relationships with many vendors, including; American Power Conversion (APC), CA, Fuji Xerox, HP / Compaq, IBM Partner, Intaserve, Registered Microsoft Partner (since 1993), Netgear, Symantec

Career Progression

Logical Effective Solutions Pty Ltd 1990 to Present

Les founded Logical Effective Solutions in 1990 and as sole director has been intimately involved with all aspects of the company. Business focused IT project executive delivering multiple projects concurrently, business systems implementation, outsourced vendor management and providing IT strategy consultation.

Personal experience with SOHO, SME, services, retail, manufacturing, corporate and government sectors. Diverse project management background and broad awareness across industries provides outstanding strengths in customer engagement, strategic planning, systems integration and project delivery.

- Australia wide distribution of Information Technology Goods & Services
- Pre and Post Sales and Support across broad IT product range
- Aligning IT to meet client business requirements; Project Management, Strategic Consulting, Work Flow Analysis, E-Commerce Consulting, Network Design and Training, Implementation & Support of diverse Applications
- Internet, Mail, WEB and VoIP Service Provision; web design
- Staff & People Management, Training and Seminars

Please see attached Logical Effective Solutions Pty Ltd company profile.

The Whole Health Institute (Australia) 1990 to 1993
Educational Organisation representing all healing modalities. Administrative Coordinator, worked closely with President and national board.

As Administrator changed operating deficit to cash positive, grew membership from 30 to over 600 through improved publications, seminars, events, public relations and implemented highly successful volunteer system

Jemasys Pty Ltd 1992 to 1993
Account Manager to Australia / New Zealand IBM mainframe sites in third party system software. Included extensive involvement with IBM User Group **Australasian Share/Guide**.

Acutus Information Management Consultants Pty Ltd 1991 to 1992
IT Personnel Recruitment Consultant, mainly IBM Mid Range and Mainframe to both Australian and overseas companies.

FHA Information Systems Pty Ltd 1988 to 1991
Systems Engineer, Technical Specialist, Product Manager, Account Manager, consulting in IBM Mid-Range and Mainframe to the highest corporate level. Performed Systems Management, Database Design, contract marketing, Trouble-Shooting, Strategic Planning, Business Analyst and associated skills.
Established and managed Australia/NZ Software Support Centre for IBM VM third party software. Designed and presented computer education courses and seminars.

Extensive Australia and New Zealand **IBM Mainframe User Groups; Australasian Share Guide (ASG), COMMON Australasia, Capacity Measurement Group** of Australia. Presentations in "Disaster Recovery Planning", "Security", Capacity Management", "Office Automation" and "PROFS Likes & Dislikes".

IBM Australia Pty Ltd 1980 to 1988

- Pre and Post Sales Support of both Hardware and Software. Installation, training, maintenance, change management, second level support, account management related to literally several hundred different models of IBM Hardware and Software.
- Field Instructor - created and presented IBM education courses to Australian and international students
- Presented new & emerging technology Australia wide at the **IBM World Technology Exhibition**, including Scanning Tunneling Microscopy and new Polymer Technology
- Part of small team to establish new Programming Support Branch in Victoria, implemented faster supply of Program Support Fixes from five working days to within 24 hours.
- Created problem determination procedure for Automatic Teller Machines, reducing average down-time from two days to two hours.

Eagle Signal Company of Australia Pty Ltd

1977 to 1980

Member in small team of Field Service Representatives performing Victorian design and maintenance of computer process traffic control equipment, training of field personnel, liaison with government bodies. Supervisory roles overseeing manufacture, quality control, emergency repair.

Installed Australia's first red light traffic camera.

Community Development**Change to Sustain**

Together with the Office of Regional Engagement from [Southern Cross University](#) and **Community Learning Innovation Centre Network Inc.**, jointly developing Sustainability Web Portal, mentoring SCU students, liaise with significant community / government bodies

Community Technology Centre

Mullumbimby, Bangalow, Brunswick Heads, NSW

Member of funding and founding committee, Les was instrumental in obtaining grants of \$250k to establish modern technology centres in Byron Shire.

Community Involvement

Over 40 years active community support, e.g.;

- [Byron Bay Pre-School](#), [Byron Bay Community School](#), [Byron Bay Public Primary School](#)
- Coopers Shoot Community Progress Association
- [The Fatherhood Project Inc.](#)

Personal Interests

- Family Life
- Passionate supporter of Home Based Business and Small to Medium Enterprise
- Emerging technologies, Sustainable Living, Complementary Health and Natural Therapies
- Swimming, A Capella Singing, Choirs, Community Theatre
- Written, produced and presented theatrical and multi-media programs

Referees

Ken McLeod
Programs Development Officer
[Ethos Foundation](#)
Phone: 0412 871 789
ken@cef.com.au

Greg Jordan
Managing Director
[ICS Analytics](#)
Phone: 0408 487671
greg@icsanalytics.com.au

More available on request



Logical Effective Solutions Pty Ltd

Established 1990

ABN 71 61 88 30 43 0

PO Box 950
Byron Bay NSW 2481
Les@Les.com.au

www.Les.com.au

National Ph: 1300 66 33 53
National Fax: 1300 66 33 73

Company Profile

Logical Effective Solutions Pty Ltd is an independent Australian owned and operated Information Technology Company established in 1990. Our firm services the needs of Clients nationally from individuals, small and medium size organisations through to Government, Education and Corporate organisations.

In old fashioned terms we often act as the Data Processing Manager for our Clients. Our motto is

"Improving Your Business"
through the Distribution, Sales and Service of Information Technology.

Clients enhance productivity, performance and profitability through our helping them better use Information Technology. Our Clients maximise the return on IT investment through our delivering improvements to their productivity and services.

Outcome focussed, Logical Effective Solutions Pty Ltd designs and implements effective and economical computer networks and applications to significantly add value to your organisation. We emphasise and assist in the delivery of relevant staff training, often the simplest yet most cost effective method to maximize your return on IT investment.

Clients benefit from professional, prompt, cost effective service. Our team of skilled professionals are able to assist you as and when required. Each Client contact is important to us. This is the principle focus the company was founded on and continues to operate.

- General Business, Strategic Planning, Project Management, Marketing Support, E-Mail Newsletters & Marketing, Troubleshooting
- IT Infrastructure; Site Audits, Systems Architecture, planning / managing requirements, change management, network design, capacity management, backup and disaster recovery, Physical locations, Security, Technology Pre and Post Sales Support
- Internet / VoIP Network Management, Hardware & Software Implementation & Support
- National Point Of Sale Terminal Network Infrastructure, Planning and Support
- System & Application Software from Shrink wrap to Custom Built software; supply, tailoring, training and support
- Analysis, Design, Implementation & Support of various Applications; CRM, Marketing, Research, Work Flow and Data specific cross platform Database
- Internet Service Provision - Data Access, Web/Mail Hosting, Web Design, Applications, Business Grade VoIP, E-commerce and web presence
- People Management:
 - Managed own company's contracting team; hiring, assessment, training, supervision
 - Client staff assessment, training, supervision and management
 - Team building
 - Education Seminars and Workshops; from individuals to 2,000 plus.
 - Staff & Client End User Training



LES supplies Goods and Services to make your IT go!

Retail supply of over 22,000 IT Hardware / Software items

On-line shop at www.Les.com.au

Design, Writing, Installation and Support of Custom Applications

MS SQL/Server, C++, MS Visual Basic, Java, Lotus Domino / Notes, ASP, .NET, PHP, etc

Application experience includes:

- Customer Relationship Management Systems
- Browser based applications
Incorporating Security and Audit Trail for employees and general users
- Accounting and Financial Applications
- Stock Control & Inventory Systems
- Key Database and Management Systems
- Specialist & Custom Built Applications

Internet Service Provision

- Internet and VoIP Service Provision
- Domain Name Registration, Renewals Transfers
- Web and Mail Hosting, Web E- Commerce Design
- Search Engine Optimisation

Project / Event Management, major projects include:

- National New Product Launch for **Wattyl Australia**
- Laboratory Information Management System implementation for **Southern Cross University**
- Global Web Based applications for **Hospira** (formerly **Mayne Pharma**)
- E-Commerce systems; e.g.; **Okanui Classics**
- Web Based Conflict Cost Calculator for **CLE Consulting**
- Managed the 1994 Australian Tour for **Dr Patch Adams**
- VoIP installations for Call Centres and SMEs.
- Implemented significant Y2K readiness program for legacy mission critical systems.

Logical Effective Solutions Pty Ltd represents several IT Vendors, including:

America Power Conversion
Computer Associates
engin
EPSON
Flexi Rent
FUJI XEROX
Hewlett Packard/Compaq
IBM

Intaserve
Microsoft
NETGEAR
Netcomm
People Telecom
Panasonic
Symantec
Toshiba



Our relationships with Vendors provide our Clients added value through:

- ☞ Better fit of product to business needs
- ☞ Attractive, commercially viable packages of leading equipment, hardware and software solutions
- ☞ Ability to supply in rare or otherwise out of stock situations
- ☞ Improved vendor support
- ☞ Access to invite only education courses and seminars

Our client list provides the best proof that companies who entrust their business to Logical Effective Solutions Pty Ltd know their business best of all. We are keen to contribute to our clients' success.

Some past and present clients:

Abercrombie & Kent Pty Ltd	Moreland Community Health Services
Aroma Science Pty Ltd	Motorbrokers Australia Pty Ltd
Australian Bird Company Pty Ltd	National Parks & Wildlife (NSW)
Australian College of Natural Medicine	Nature's Child Pty Ltd
Australian Equities Research Pty Ltd	Nepean Hospital
Aveda Australia Pty Ltd	Office Advisors Pty Ltd
Brunswick Book Gallery	O'FISH'L (Australia) Pty Ltd
Byron Bay Coffee Company Pty Ltd	Okanui Classics Pty Ltd
Byron Bay Learning Exchange Inc.	Onsite Support Services
Byron Bay Pre School Inc.	parentshop.com.au
Car Finance Australasia Pty Ltd	Pegron Pty Ltd
Carer Links Eastern	Peter Pan's Backpacker Land
Carer Links Northern	Phasefale Safety Controls Pty L
Chris Power Environmental Planning Pty Ltd	poly Optics Australia Pty Ltd
climate friendly Pty Ltd	Profile Pools Pty Ltd
Creative Learning / Edge	Royal Melbourne Institute of Technology
Credit Lyonnaise	Saltare Marketing and Media
Dentist Job Search	SGE International
Rural Health Dept, Northern Rivers University	Santos Trading Pty Ltd
Epic Expeditions Pty Ltd	Saratoga Distribution Pty Ltd
Epic Private Journeys Pty Ltd	Southern Cross University
Essential Therapeutics Pty Ltd	SurePlan Australia Pty Ltd
Feldenkrais Directions	Swinburne University
FlexiRent Capital Pty Ltd	Taco Bill Mexican Restaurants
Foxtel (Customer Services) P/L	The Fatherhood Project Inc.
Frangipani Creative	Thermofilm Pty Ltd
Galileo Publishing Pty Ltd	Transpersonal Medicine & Kinesiology Centre
Gardener's Gate Nursery	Tweed Byron Transit Pty Ltd
Gosch Logistics Pty Ltd	Victoria University of Technology
Hospira Pty Ltd (formerly Mayne Pharma)	Victorian Legal Aid
IF Consulting Pty Ltd	Wattyl Australia Pty Ltd
Klever Kids	Western Hospital
Linacre Hospital	Western Water (Vic.)
Lion Software Pty Ltd	Whole Health Institute (Australia)
Melbourne College of Natural Medicine	WIN Support Services/VIC RAID
Melbourne Youth Council	wine witch
Metro 5 Gallery	Wrightway Eco Products Pty Ltd
Mina Mina Gallery	