

EXPERIENCE

- **Bose Corporation** Orange County, CA
Store Manager 2012 - 2020
 - **CONSUMER ELECTRONICS SALES:** Key contributor in the mentorship and development of new store leaders driving results through building authentic bridges from within the scope of technical service to advanced sales management and prospecting.
 - **Wearables Products - Augmented Reality Platform:** Participated in introducing Augmented Reality Technology to festival attendees with the innovative micro-acoustics and sensor driven device, the Bose AR Frames, providing an enhanced experience through the integration of the Coachella app with real-time audio notifications, concert updates and exclusive content.
 - **Wellness Products Noise Cancelling and Noise Masking Platform:** Product leader hosting in-store presentations and solving problems providing deep insights into the science and technology of noise control and life enhancing products.
- **Guitar Center** Los Angeles and Orange County, CA
Store Manager, Sales Manager 2006 - 2011
 - **PROFESSIONAL AUDIO SALES:** Multi Store Manager recognized for Key-role in elevating the Hollywood flagship location to achieve number 1 sales ranking generating nearly 45 million dollars in sales.
 - **Latin American Market:** Worked closely with the Latin market to identify opportunities to meet sales timelines resulting in repeated business for the segment of touring musicians and international recording studios.
- **Entrepreneur** New York, NY
Music Producer, Sound Designer 2001 - 2006
 - **Independent Music Producer.:** Working with select artists under new recording production contracts.
 - **Documentary Work - Zengo Inc.:** Commissioned to develop a sonic signature to Japanese brand of hospitality Megu with a soundtrack for the documentary "The Legend of Umami" to support the concept of serene dining.
 - **Sonic Branding -The Brandman Agency:** Contracted to curate sonic signature content to the luxury resort Fairmont Mayakoba Riviera Maya. Intended to convey product identity to targeted travelers.
- **TR Technologies** New York, NY
Music, Data Management and Audio Engineering 1999 - 2001
 - **TRDJ Music on demand System:** Responsible for testing and improving proprietary hardware/software solutions for automated audio systems for retail spaces. www.trtechnologies.com
 - **Audio Engineering:** Involved in producing and delivering professional recordings for TR Technologies clients.

PROJECTS

- **Coursework in progress:** Audio Signal Processing for Music Applications (Coursera).
- **Github Portfolio at:** <https://github.com/Forneria-ohm>.
- **Music Synthesis in progress:** Working on the creation of electronic music sound packs using synthesizers and audio manipulations available on freesounds.org to be used for Machine Learning datasets.
- **Python in progress:** Currently utilizing Python and Unity to perform sound analysis and creating a developer environment to control Inertial Measurement Units sensors. The goal is to create projects with applications in wearables and IoT.

EDUCATION

- **Berklee College of Music** Boston, MA
Film Scoring
- **I.U.T Instituto Universitario de Tecnología** Caracas, Venezuela
Tecnología Superior