**Ralph Wolf**

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**Summary**

Customer-oriented, strategic-thinking operations and sales professional with over 30 years of experience in building relationships, cultivating partnerships, retaining top accounts and growing profit channels. Multi-tasking and self-motivated leader with expertise on expanding network connections, persuasively introducing products, implementing pricing models, inventory control and projections, turnaround management, territory development and revealing customer needs to deliver solutions.

**Skills**

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| --- | --- |
| * Sales strategies * Purchasing and planning * Task delegation * Financial administration * Operations oversight | * New business development * Brand management * Marketing expertise * Revenue growth * Strategic business planning |

**Experience**

On The Go Releaf LLC January 2019 to Current

Business Owner  
Las Vegas, NV

* Developed favorable relationships with vendors and contractors, facilitating contract negotiation and implementation of marketing and sales strategies.
* Assessed all aspects of business operations to implement realistic annual budget.
* Set pricing structures according to market analytics and emerging trends.
* Promoted business on social media platforms to maximize brand identity and generate revenue.
* Coordinated with webmaster to develop website and create online advertisements, boosting online sales 200%.
* Recruited and trained multiple team members staff to perform daily business functions.
* Assumed various tasks, including sales and product development, for companies in retail CBD sector.
* Established favorable relationships with vendors and contractors, facilitating contract negotiation and development of marketing and sales strategies.
* Conferred with customers to understand needs and finalize purchase orders.
* Created and implemented marketing and advertising strategies to support revenue goals and promote strategic growth.
* Managed financial functions such as operations budgeting, accounts payable and accounts receivable and payroll.

Print Cheap Today LLC November 2009 to February 2020

Co-Founder  
Las Vegas, NV

* Communicated with industry partners to build valuable relationships and achieve innovative equipment modifications which enhanced our products.
* Managed capital budget to execute production expansion and increased capacity.
* Oversaw strategic business decision-making to develop, enhance and enforce business mission.
* Collaborated with company partner to develop and actualize strategic plans to advance company's mission and objectives and promote revenue, profitability and growth.
* Organized and oversaw capital improvement projects to maintain business viability.
* Championed multifaceted approach to diversify operations and maintain stability in volatile marketplace.
* Negotiated multiple contracts to manage costs and maintain quality.
* Took company from $0 to $1.5MM per year in revenue in only 4 years through innovative product design and sales.
* Created highly successful marketing and branding strategies to spearhead entry into convention print market.

The Ricardo Group, Inc. April 2004 to December 2008

**Co-Founder**

Las Vegas, NV

* We specialized in the healthcare arena, specific to P.N.A (Physician Need Assessments) created for Hospitals, Major Medical Groups and in some instances Large Physician practices. This evaluation is a requirement by the government prior to the hiring of new physicians.
* Ms. Maryann Wolf, co-founder was often contracted as an expert technical witness in court cases involving the hiring and compensating of physicians. Our team would develop the support documentation presented by Ms. Wolf.
* Physicians would engage our services to determine their value in their market, in addition to us providing evaluations for potential relocation.
* We often presented operational assessments based on parameters dictate by the managing partners/board, seeking to determine budgetary requirements for expansion.

**Education and Training**

University of California At Los Angeles September 1999 to June 2001

Some College (No Degree): Internet Marketing And Sales

Westwood, CA

* Completed coursework in sales and market strategies for the emerging Internet opportunity.
* Completed professional development in business development. One of the course required as the final exam a business plan for a fictional company. My professor was extremely impressed with my plan he offered to provide $25,000 as seed money if I wish to actually implement the company.

California Coast University November 1983

BBA: Business Administration

Santa Ana, CA

**Accomplishments**

During my career I have been very fortunate to go from conception to reality with several ideas. The range of companies has been unique to say the least.

My earlier career was during the introduction of electronic calculators which predated personal computers. I successfully integrated the first programmable calculator into the higher education market; from junior colleges, that was their name back then, to major universities. The schools were incorporating my calculators in their Psychology departments for statistics analysis.

Somehow my career went from office products to the door hardware industry, where I worked for distributors and manufacturers. During this time, I created a consumer brand of hardware, NuGard, which continues to be sold today. Additionally, I created a modification for a spin dial lock which was requested by the Department of Defense and was awarded a patent for my design.

One of the more recent achievements was the founding of a digital printing company with my wife, which became the model for many firms in the Las Vegas market. Our approach was to enhance the quality of production by incorporating the latest traditional printing equipment accessories having been modified to digital applications. She was the creative force and I was the sales and marketing team. In a short time, we grew to 11 employees and more the $1.5MM is revenue.

Currently, I have established a CBD based products company and experienced some success as to the product growth and acquisition. Regrettably, the Pandemic's impact on our target market has forced us to set aside our plans.