



DAVID BAINES

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SUMMARY

An adaptive learner with an insatiable appetite to gain new perspectives, David thrives in ambiguous situations to construct effective workflows that yield consistent results for his teammates. Can take very complicated concepts and break them down to engineer solutions for customers and colleagues alike. Is passionate about working with talented people with whom he can create great work.

EXPERIENCE

FOUNDER AND CEO, EDELLA, INC — JUNE 2011 TO THE PRESENT

Founded an internet technology company that is building a software platform to be used in higher education organizations in the United States and abroad. A sole founder, has built relationships with investors, technologists, advisors, and other groups to bring an idea to market successfully.

BUSINESS SPECIALIST, APPLE, INC — FEB 2010 TO THE PRESENT

Acts as an account manager and solutions engineer at Apple. Responsible for working with B2B customers to uncover workflow and operation deficiencies to deploy technological solutions to enhance customer efficiency and market impact. As part of a 2-person team, is responsible for about \$8M in sales annually. Has certifications to diagnose and alleviate hardware and software issues in this enterprise and SMB environment.

TECHNICAL REPRESENTATIVE, NIKE, INC — MAY 2009 - AUGUST 2010

Worked as a traveling agent for Nike Golf, working with retailers to promote products through technical education. Responsible for Eastern Massachusetts and Rhode Island, built dynamic schedules to satisfy individual account needs.

EDUCATION

SUFFOLK UNIVERSITY, BSBA, 3.4 GPA

Majored in Business Management and minored in Information Systems. Dean's List every semester of study, worked with professors outside of class to build engagement and referral programs for the university. Aside from typical business courses, studies included (but are not limited to) SPSS workflows, advanced Excel and Access programming (macros, VBA, dashboard creation), international and domestic advanced investment theory, internet commerce structures and strategies, and cognitive and computer systems analysis (including coursework at Harvard University).

SKILLS

Advanced understanding of technology concepts including server-client relationships (web, email, intranet), database theory and implementation (including MySQL), CMS and CRM concepts, and UI/UX theory. Talented market strategist specifically in the internet and consumer technology fields. A devout multi-tasker, can prioritize items on the fly to ensure operations run smoothly and efficiently with a maximum return on investment for time spent performing said activities.

REFERRALS

Available Upon Request