

Frank Abrams

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Over 20 years of Success in Ideation & Innovation *HR Technology, Data-driven Target Marketing, Management*

Profile

Technology Trailblazer

1. HR Technology; Founded Geescore™ solution system mitigates the biggest technology trap in HR; too many unsuitable Candidates. Geescore™ is supported by mobile, job boards, and advanced Jobseeker engagement. Created 3 second resume “What I Can Do For You”
2. Data-driven Target Marketing; Scansave, Public Optical patient management, Flying Disc targeted tourism marketing CDRom.
3. Web, Tech, Mobile, Media & Marketing for Business. A hands-on leadership track record of business operations in the Web and Mobile world.
Results: built and launched integrated mobile (iOS and android mobile apps), web, including custom CMS with back-end admin.

Development, Leadership & Management, Entrepreneurship, Consulting

1. Management, Entrepreneurship & Consulting – start-ups, multi-unit growth & operations, going public, going private, market-entry strategies and implementations, pivots, disruptions, divestitures.
Results: a 700% increase in sales over 8 years, many products/services/businesses created, launched and operated.
2. Target Marketing – Specialist in real-time customer identification at the point of decision, and generating customized 1:1 promotional offers using in-store devices, screens and coupon printers.
Results: high ROI & offer redemption rates over 43% vs. industry average of 12%. Increased store profits by \$1,000 per month with a system ROI of just 90 days.

Target Marketing

1. Online Brokerage System – recruited the talent, then led the delivery of a complete, working online brokerage system for a mid-size public brokerage house; content creation, publishing, tools, system, branding, positioning, strategy execution, operations management
Results: “exacttrade” launched without a glitch on Y2K (Dec. 31 ‘99) built in record time of 6 months and at low cost less than \$700K.
2. Sales and CRM Development System – designed and implemented a business development and CRM system that reduces the elapsed time in securing new business, and focuses relationship building at the highest levels only.
Results: opens high-value 1:1 relationships with CEOs at a low cost of < \$100

Work Experience

Founder, Executive Management & Consultant 2001-2019

Founder:

Geescore™: Development & delivery of SAAS AI driven HR scoring widget, that scores current Jobseekers for any job posting, anywhere, within a few seconds. Using embedded javascript provides a Jobseeker and Jobposter view in job postings, job boards and lists of jobs. Connects high-scoring Jobseekers to the Hiring Manager. Geescore™ also supplies Web Publishers with job boards and mobile apps.
Status: Seeking CoFounder, Lead Investor, Expanding Geescore™ Distribution.

zenPeak: An HR search and recruiting practice.
current client-side – Recruiting of peak performers, development and delivery of job boards (web and mobile apps), zeroriskHR testing and assessment interview discipline delivers peak performers to Clients.
Results: peak performer salespersons generate > 30% more revenue.
zenPeak candidate-side – Developed “3 Second Resume” which improves Candidate communication of “What I Can Do For You”
Results: minimum triple the candidate call-backs and job interviews.
Status: Servicing CEO leadership to recruit peak performers

Scansave: In-store Promotion Optimization Solution. Founded, developed and operated past in-store target marketing using embedded devices such as scanner/printers for 6 years. Customers scanned a bar code (from coupon, loyalty card etc.) and the system presented targeted offers based on purchase history, current promotions, cross-sales, inventory on hand, local competition. Delivered data analytics and management reports with campaign results.
Status: Not operating

Executive Management & Consultant:

Consulting Clients have included QuikTrip, Chase Design, P&G, Governments of Canada & Ontario, Cayman Islands, Medisys, Inc., Mount Real Inc., Fund Monitor, Bell Emergis, Man Financial, Business Development Bank of Canada, Gordian Data, and many others; Delivered market-entry business consulting to a variety of Clients. Conceived, designed, project-managed and delivered many data-rich Mobile, Web, in-store, Marketing and Media projects. Work focused on extending business on to the Internet, target marketing, product positioning.

VP Corporate Development, Rampart Mercantile, Inc. 1999-2001
Mid-sized Canadian full-service brokerage.

- Led the Online Business unit
- Recruited team of 8 staff
- Developed an online investment/trading service, online investment portal and original research inc. back-end quotations, trading, settlement and accounting systems.

Director Sales & Marketing, Bell Emergis 1997-1999
Tourism Technology Business Unit of Bell Canada

- Led the Marketing & Branding; Oracle-based Enterprise Destination Management System for Governments
- Provided design services, pricing and product positioning for travelinx and other Bell online products

CEO & Founder Flying Disc Inc. 1994-1997
OTC Public Company symbol FDCD: Data-driven Targeted New Media Marketing Solutions

- Delivered new media products and services in the tourism, music, radio and entertainment businesses
- Produced shrink wrap entertainment products
- Delivered targeted new media products to Travel Agents and Meeting Planners

Additional Work Experience:

Broker, Investments, Risk Management, ScotiaMcLeod / MidlandWalwyn 1987-1994
Stock and Commodities Broker: Corporations and High Net Worth Investors & Traders

General Manager, Public Optical 1981-1987
Leadership of a fast-growing company of Vision Care Professionals. 120 staff, 20 managers, 15 locations

Education, Licensing etc.

MBA, Rotman School of Business, University of Toronto, 1985

BA, Political Science & Economics, University of Toronto, 1983

Futures, Equities, Equity Options, Insurance & Mutual Funds licensed

Mergers and Acquisition Valuation Course University of Toronto / McGill University, 2000

Professional CRM designation, AARM course, 2003

Expert level: Photoshop, WordPress

Volunteer: assist National Director, Simon Wiesenthal Center, Jazz FM 91.1, mentor in Young Entrepreneurs Program