

GEORGE D. IRETON

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Manager of Operations, Technology & Marketing

Project Development / Web Design / Public Relations / Community Leadership

Distinguished U.S. Army Veteran, university graduate and seasoned professional with front line experience in corporate America. Natural communicator and team leader with excellent motivational and interpersonal skills. Easily establish and maintain working relationships with clients and co-workers at all levels. Proven track record of increasing sales volume through innovative programming, community partnerships and unsurpassed customer service. Strong work ethic based on four values: show up on time, do what you say you're going to do, finish what you start, and treat people with respect.

PROFESSIONAL EXPERIENCE

SHASTA CONSULTING & WEB DESIGN, INC.

2004 - Present

Owner - Responsible for every aspect of the corporation including: Budget, Quickbooks, HR and Payroll. Design and develop business websites, database management systems, plus search engine optimization. I have successfully built on 30+ years of business and IT management experience, to deliver unprecedented technology solutions. Currently developing direct marketing system for the insurance industry.

INTERSTAR, INC.

2000 - 2004

General Manager - Supervised the day-to-day operation of a well established Internet service provider. Managed and motivated complex infrastructure in telecommunications, technical support, network administration, marketing, and finance to foster overall growth of company's revenue stream.

- **Key Accomplishments:** Successfully wrote, recorded, and produced effective radio and TV commercials to market company product offerings. Promoted strategic community partnerships, and relationships with key industry contacts. Developed high impact business relationships to increase brand name recognition and bottom-line profits.

WALLNER PLUMBING, HEATING & AIR CONDITIONING, INC.

1997 - 2000

General Manager - Planned, directed, and supervised operation of a busy service company. Established and administered company policies. Tracked the work of field techs in widely dispersed geographical area.

- **Key Accomplishments:** Converted manual dispatching systems, to utilize latest computer and communications technology. Trained office and field personnel while maintaining effective monitoring to support newly established work standards. Measured immediate and sustained 20% increase in productivity and corresponding revenue. Doubled revenue within three years as General Manager.

ROBBIE CATTANACH TRUCKING, INC.

1994 - 1997

Director of Safety - Directly responsible for compliance with Department of Transportation drug/alcohol testing, pre-employment background checks, and hours of service regulations.

- **Key Accomplishments:** Reorganized method of handling traffic citations, resulting in 56% fewer incidents and 73% reduction in fines and penalties. Authored and administered new fleet safety programs which resulted in 60% reduction in liability costs from previous year. Reduced insurance losses by 30% from previous five year averages.

PROFESSIONAL EXPERIENCE (CONTINUED)

REDDING LUMBER TRANSPORT, INC.

1991 - 1994

Dispatcher - Coordinating activities of transportation employees operating in seven western states. Logistical planning and continuous support were critical factors in this job. Negotiated truckload brokerage and provided 24-hour emergency on-call service.

- **Key Accomplishments:** Independently developed effective quality control system, eliminating wet damage claims, saving company over \$50,000 in one year.

ATCHISON, TOPEKA & SANTA FE RAILWAY COMPANY

1972 - 1990

Executive Development Program: Promoted through a series of increasingly responsible positions.

Asst. Manager, Transportation Services
Asst. Trainmaster/Manager of Safety
Chief Clerk, Regional Freight Office
Computer Console Operator, IBM
Construction Engineering Clerk
Control Tower Operator

"Mr. Ireton's attitude and abilities are high, and his integrity is impeccable. George works at high energy levels and always wants to do the best job he can do, going the "extra mile." He is a team player, enjoys working with people, and is well liked and respected by his peers as well as those he supervises." – Thomas H. Shalin, Asst. V.P. Customer Quality & Support, AT&SF Railway Company

Administered multi-million dollar operating budget as Assistant Manger. Scope of responsibility encompassed productivity, training, and safety programs. Jointly responsible for facilities and equipment with combined valuation of more than \$50 million. As Manager of Safety, supervised all facets of industrial safety encompassing state-wide properties in California. Conducted departmental and public safety education programs and served on public safety committees with Department of Transportation.

As Computer Console Operator, managed operations of information systems for mission critical west coast freight classification yard and provided ongoing technical support to terminal operators. As Construction Engineering Clerk, handled human resources, manpower planning, physical certification, employee qualifications, and payroll documentation. Maintained daily timekeeping records for 300 construction and maintenance employees.

- **Key Accomplishments:** Served on public safety committee with California Highway Patrol, and California Office of Traffic Safety. Went on an Operation Lifesaver whistle-stop tour with Michael Gross (Family Ties), and performed my original song, "Any Time Is Train Time". Maintained excellent PR relationships with customers and counterparts across the United States.

FORMAL EDUCATION

BA in Management - University of Redlands

AA in Business (Magna Cum Laude) - Barstow College

COMMUNITY LEADERSHIP

Keep positive image with musical performances for non-profit fund-raisers including: American Heart Association, Good News Rescue Mission, American Red Cross and Shasta County Women's Refuge.

Chamber of Commerce Ambassador of the Year - Served on board of directors for Habitat for Humanity
Member Redding Sunrise Rotary Club - Member Northern Business Associates