

David W. Riddle

Dave Riddle has over fifteen years experience in organizing and leading projects as well as building and creating sales. He is known for focused attention on customer service and team building with both employees and clients. He has an extremely diverse background that includes high tech consulting, manufacturing, services, publishing, construction and international trade on the Pacific Rim.

Currently, Mr. Riddle is an owner of a small, successful, network-consulting firm, MicroWorks, servicing the Phoenix area since 1994. His company enjoys long-term relationships with many of its original clientele as well as provide service and support to new clients gathered strictly by referral. By maintaining a hands-on approach to his clients, his successful business has enabled Mr. Riddle to enjoy his family as well as his life-long hobby of racing automobiles.

Under the umbrella of a Holding Company Mr. Riddle has created such projects as an Internet services company, OpenLines Communications, as well as two successful start-up construction companies, Splash Pools and its successor, Surf Pools. His work with Surf Pools serves to highlight his focus on customer service and how that close attention can benefit the bottom line. By partnering with a few key employees from Splash Pools, he generated significant good will from its client base to successfully generate referral sales for the new company. He was also a partner in a boutique software development company, SplashWare.

Prior to these private endeavors, in 1994 he worked for two of Arizona's largest employers, Intel and Valley National Bank/BankOne, and demonstrated a successful ability to work for these large public companies as well as small private firms.

Mr. Riddle took on one of his toughest assignments, purely for the challenge of it, when he turned around a small publishing company, Sun Newspapers, that was within thirty-days of going out of business. During his tenure, he learned the importance of developing close working relationships with company vendors and the production department resulting in process improvements, a significant increase in sales and markedly improved market presence. By quickly identifying the fundamental issues in several areas, key improvements were implemented. Additional marketing and distribution opportunities resulted in a 200% expansion in circulation. Monthly expenses were reduced by nearly 400% through the optimization of existing technology allowing employee head count to be reduced or re-tasked from cost center expense to profit center generation. Circulation growth coupled with production changes and new marketing activities resulted in an ability to increase advertising rates as well as to expand the number of advertisers. This resulted in a 15% increase in annual revenues. Implementing a new accounting system trimmed past due accounts receivable by 50% and increased critical cash flow. Chronic accountants payables decreased by a similar 50%.

After graduating from Arizona State, Mr. Riddle showed his independent streak by forging out on his own in creating an international consulting company, Enigma Group International, with operations in both the Far East (South Korea) as well as the United States. The years that he operated that company instilled in him the importance of being a pro-active self-starter and controlling expenses where possible to maximize a return on investment. It was only the birth of his first child that brought he and his wife back to Arizona where they continue to make their home.