

RICHARD HOUSER
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CAREER SUMMARY

Multifaceted participation in the entrepreneurial, small business, consulting and corporate environments with experience in sales, marketing and administration, with management experience in all areas. Additional in-depth experience in information technology and product manufacturing. Creative problem solver, long range planner, accomplished relationship builder with strong communication skills. Both hands on as well as management oriented.

SELECTED ACCOMPLISHMENTS

Sales/Marketing

- Built from the ground up both outside and telemarketing sales organizations for three major art publishers generating gross sales figures of between \$500,000 and \$3,300,000 each annually in the 1980's.
- Designed, directed and participated in the construction of an all-electric Porsche Speedster vintage replica automobile for an electric automobile manufacturer. Established a successful sales and marketing program to celebrities and other high profile buyers focused around this vehicle
- Developed and managed national outside rep networks for several businesses, including a fashion clothing manufacturer, several fine art publishers, and individual artists - serving as an exclusive source of income for several of these artists.

Management

- Successfully functioned, along with the president of an art publishing company, as the key person in all management aspects of bringing the company from startup to over \$3,000,000 annually.
- Created, developed and managed all aspects of a fine arts gallery to the design and architectural trades which produced a consistent profit after three months of operation, and established a reputation with artists and clients as a progressive, reliable and high integrity operation.

EMPLOYMENT EXPERIENCE

Independent Automobile and Fine Art Appraiser

2021 – Present

- Member of International Vehicle Appraisers Network (I-VAN) and International Appraisers Society (ISA) doing auto and fine art appraisals on the Central California Coast.
- Also Art and Frame Copywriter, a freelance B2B and B2C copywriting and research service to creative businesses in the areas of print and web marketing and web development, established in 2010.

Small Business Owner and Consultant

1992 – 2021

- Recent owner of Santa Barbara Art Frame Co., a custom picture frame shop and artist's consultancy. Past owner (in Ojai, CA) of a custom auto upholstery business, a custom frame shop and art gallery, and a small business consultancy. Consulting clients include fine art publishers and printers, art galleries, individual fine artists, a clothing manufacturer, a landscape design firm, a graphic design firm, an electric vehicle manufacturer, and a toy designer - in areas of startup/business plans, sales, marketing, web site and Internet, finance and business development.
- Prior experience includes owner/publisher of Edible Ojai, a local food magazine, independent custom autobody and paint shop operator, auto and motorcycle restoration, and a pin striping business.

Art Publishers and Artists Representative

1978 - 1992

- * Colville Publishing, Oaksprings Impressions, and over twenty-five other major art publishers and artists. Sales and marketing as an independent representative for all types of art graphics. Direct sales, phone sales, wholesale and retail sales, trade shows; all phases of marketing and product development.

Owner – Fine Art Gallery

1987 - 1992

- Paragone Fine Art, West Hollywood, CA. Wholesale gallery to the design and architectural trades. Planning and implementation of all phases of gallery operations including sales, procurement, goal planning and implementation, personnel management, artist development, project completion and follow-up.

Account Executive

1976 – 1978

- Intercon Systems, Inc, Santa Monica, CA. Sales, recruiting, staffing, maintenance and administration of computer software support systems – both scientific and commercial (established this division).

EDUCATION AND TRAINING

Samsel School of Art
Business Administration, Art degree from Pierce College
Logan Assoc. Management Course
Dale Carnegie Course

Norris Industries Management Course
Tanenbaum Assoc. Professional Workshops
Summit Professional and Personal Growth Workshops
Transcendental Meditation Training
AWAI Direct Response Copywriting Course
Brian Edmondson's Internet Power Coaching Course
Scot Standke's Internet Marketing Workshop
Affilorama Affiliate Marketing Course
Amazing Selling Machine Product Sales Training
International Society of Appraisers (ISA) Training and Membership
International Vehicle Appraisers Network (I-VAN) Training and Membership
USPAP Training and Certification