



# Joey W. Harper

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## Experience

**Liberty Fitness, Inc. San Diego, CA**

**CEO and Co-Founder (September 2001 – June 2005)**

One of the fastest growing women's fitness franchises in the world with over 60 open units and 20 additional units sold, totaling 80 units in a year's time. We sold the company to Process Peak Capital/Service Master, a Venture Capital firm.

I managed the overall day-to-day operations at the corporate level as well as gave direction to the individual franchised units. New strategies were developed on a regular basis to remain ahead of our competition, and to ensure our corporate structure was adequate to handle Liberty Fitness, Inc.'s very rapid growth rate.

### Specific Achievements

# Developed and wrote a complete Uniform Franchise Offering Circular (UFOC), which enabled us to become a franchisor expanding our concept quickly and efficiently.

# Located a Southern California-based manufacturer to design and build custom circuit equipment that was significantly better than our competitors' which ultimately resulted in more franchise unit sales, a larger profit margin, and most importantly, a high-quality brand.

# Along with our legal counsel, we successfully defended ourselves against the biggest franchisor in our industry from a frivolous trade secrets lawsuit.

# Successfully negotiated a buyout agreement of \$2.5M and completed the acquisition in less than 3 months from initial contact to closure of the sale.

**Aerocast, Inc. (A Motorola Company) San Diego, CA**

**Vice President Trial Operations (March 2001 – Sept. 2001)**

A start-up developing a new streaming video technology over the Internet that was faster, higher quality and less expensive, to replace how traditional content was delivered by the cable companies via coaxial cable to the subscriber.

## About Me

I have spent two decades listening, studying and managing others while being a part of teams that I either formed or joined in various business environments across several different industries that gave me the ability to be a valued asset to any organization...

## Strengths

Business Development

Relationship Building

Communication

Sales

Creative

Problem Solving

Strategic Planning

My responsibilities were to lead and manage the technical and customer support departments for our cable company customers. These large providers, such as Comcast, Time Warner, Cox and Millennium Digital Media, were beta testing Aerocast's technology for future use to their commercial and residential customers. I also co-managed the technology development teams.

### Specific Achievements

# Developed accurate and reliable pathways of communication between support departments and development teams which allowed errors in the technology to be identified and corrected.

# Prior to my departure, and within only six months, we successfully had the new streaming video technology working and ready for commercial operation. This was my proudest achievement while serving Aerocast's team. Today, this technology is at the heart of the big cable systems' video delivery throughout

### **HiSpeed Internet, Inc. San Diego, CA**

#### **Chief Operating Officer (August 1999 – February 2001)**

One of the largest web hosting companies throughout Southern California in the 1990's that also specialized in website design and development. After acquiring my company, Soluserve Technologies, Inc., and through further negotiations, they chose to bring our team on board where I specifically served in an Executive Operational capacity. My responsibilities were to manage the day-to-day operations and assist the President with business development.

### Specific Achievements

# Setup a new product, offering dedicated servers to go after customers requiring enterprise solutions significantly increasing revenue.

# Assisted the President with the acquisition of HiSpeed by Millennium Digital Media, a subsidiary of Motorola, Inc., for a successful buyout of \$3M in February of 2001.

### **Soluserve Technologies, Inc. San Diego, CA**

#### **Founder and President (May 1996 – August 1999)**

One of the first web hosting and website design companies in all of Southern California in the 1990's and was started from a spare bedroom of my home with a single server. Within a year, we evolved into a small office space, had multiple servers co-located at a Level 3 location (an Internet Network Operations Center) located in San Diego, CA. We were able to grow at such a rapid pace through having the technical know-how and implementing a few simple growth strategies. Through research and understanding how the major search engines' algorithms functioned, we developed a loophole to get listed higher in the search rankings, which significantly increased visitor traffic to Soluserve's website. Our website was strategically designed to market our services effectively and close the sale in a quick manner. It had a refined automated signup process to get the customer account operating instantly. Once the customer was on board, our team provided the highest quality customer service and technical support that led to high customer retainment, which ultimately resulted in additional referral business.

### Specific Achievements

# Once we grew Soluserve's customer base to over 1000 web hosting customers, the company was acquired by HiSpeed Internet, Inc. for \$1M in August of 1999 to continue our rapid growth.