

DAVID HARRIS KATZ

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OPERATIONS MANAGER

Strategic Planning | Team Leadership | Customer Service

Accomplished, forward-thinking, and goal-oriented professional with a comprehensive background encompassing the areas of sales, marketing, promotion, business development, and customer service. Strong leadership abilities, with proven expertise in driving daily operations and supervising personnel. Consistently recognized by management for exemplary performance in brainstorming and executing processes that increase sales, productivity, and customer satisfaction. Excellent interpersonal skills, with proficiency in delivering quality training and engaging with customers. Emmy award-winning Executive Producer of David Harris Katz Entertainment Inc., a prominent production company. Over 25 years of experience working for renowned networks such as NBC, CBS, ABC, King World, Tribune, Telepictures, and Cablevision.

- Operations Management
- Sales & Marketing Initiatives
- Team Leadership
- Process Improvement
- Training & Development
- Competitive Intelligence
- New Business Development
- Branding Standards
- Strategic Planning
- Operational Quality
- Customer Retention
- Sales Strategies

CAREER HIGHLIGHTS

- Successfully launched the first customer training initiative (Studio Series), which was later developed into Apple's widely revered One-to-One program.
- Served as the first Lead Creative in Apple's retail chain; led a team to exceed goals for customer satisfaction.
- Substantially enhanced customer experience by creating the Personal Setup initiative a year prior to the program's global expansion.
- Led the entire SoHo retail team to win the Most Improved Net Promoter Score award; achieve the most .MAC sales during quarter initiative; and lead the New York market to garner the most transactions using new EASY PAY application on iOS.
- Developed a training initiative that increased third-party product sales by 20% and customer satisfaction scores by 40%.
- Led a connection team to achieve the most business introductions over two consecutive quarters.

PROFESSIONAL EXPERIENCE

APPLE INC., SoHo, NY

2007 - Present

Store Manager, 2007-Present

Drive daily operations in the Product Zone, deliver quality customer service, and coach employees

- Ensure the delivery of consistent customer satisfaction by engaging with customers, educating them about products, and responding to their inquiries.
- Oversee operational quality and execute strategic planning to optimize processes.
- Maintain alignment with all applicable branding standards to illuminate the Apple brand quality.
- Consistently improve the internal Net Promoter score through innovative planning.

APPLE COMPUTER INC., SoHo, NY

2003 - 2007

Lead Creative, 2005-2007

Supervised staff of 18 employees and led daily operations of the training facility

- Led a team of Creative experts in charge of providing coaching to thousands of Apple customers.
- Brainstorm and execute innovative marketing and initiative ideas.

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APPLE COMPUTER INC., SoHo, NY
2007

2003 –

Studio Series Instructor, 2004-2005

Taught classes in Mac OS X applications, including Final Cut Pro, Final Cut Express, DVD Studio Pro, Motion, and iPhoto

APPLE COMPUTER INC., SoHo, NY
Mac Specialist, 2003-2004

2003 – 2007

Drove sales and consistently delivered quality customer service on the retail sales floor

- Earned recognition for consistently exceeding sales objectives.
- Educated customers in product specifications and responded to their inquiries.
- Assessed customers' needs and recommended appropriate products.

DAVID HARRIS KATZ ENTERTAINMENT, INC., New York, NY

2002 – Present

Served in numerous capacities, including TV Series Executive Producer, Writer/Producer, Editor, Video Producer, and Consultant

- Wrote and produced 13 episodes of the globally viewed award-winning television series, "Wow, I Never Knew That!"
- Served as Editor for an award-winning film distributed by 20th Century Fox called, "The Latin Legends of Comedy."
- Produced a self-help DVD "Diets Don't Work." Host became a regular guest on "The Rachael Ray Show."
- Functioned as a Consultant on Charter Communications' new Charter Channel.
- Wrote and produced promotional video for Careerbuilder.com.

EDUCATION

Bachelor of Science in Television (Minor: Communication Studies), Emerson College, Boston, MA

SOFTWARE PROFICIENCY

Apple Certified Expert in Final Cut Pro 4, HD/5 and Apple DVD Studio Pro

AWARDS & RECOGNITION

One Emmy Award (two nominations), a Gold Promax Award, four Telly Awards, nine Communicator Awards, a New York Festivals Award, one Aurora Award, three MarCom Awards, one Ava Award and an EMPiXX Award

Executive Producer of award-winning TV series, "Wow, I Never Knew That!"