

Alan Wier
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Results Oriented Real Estate Consultant,
Operations Manager, Creative Manager

I am looking to extend my opportunities to help my customers increase their business. If we work together what can you expect from me? Well, past performance is a measure of future expectations. Here is a small sampling of the benefits I helped to generate, either through my direct efforts or through working with a team.

Benefits Generated

- ⚡⚡ Managed acquisition and operation of over 120 rental properties with a portfolio value of \$15 Million
- ⚡⚡ Achieved real estate sales of \$3 million in 9 months with profits of 27%
- ⚡⚡ Created grassroots response to legislation pending in the Illinois statehouse
- ⚡⚡ Eliminated fraud through implementing electronic billing, reporting and funds transfer systems
- ⚡⚡ \$1+ billion, web initiated vehicle sales (AutoNation)
- ⚡⚡ 97% customer satisfaction with interactive electronic sales process (Chrysler)
- ⚡⚡ 37% same-store sales increases (Microsoft)
- ⚡⚡ Grand Prize for multi-channel web / in-store interactive system (Bell Mobility)
- ⚡⚡ Creating effective communication and transaction solutions for retail and enterprise customers

Major Projects

- ⚡⚡ Web Business to Business and Business to Consumer; multi-channel web / in-store interactive station (fat client), and CD-ROM projects
- ⚡⚡ Budgets ranging from \$130K to over \$5 million.
- ⚡⚡ Clients include: Chrysler, Microsoft, adidas, Kodak, Bell Mobility, Auto Nation, Johnson Wax, Qwest, Auto Zone and Ingersoll-Rand.
- ⚡⚡ Responsibilities included: Sales, proposal development, continuous customer interaction, manager and a wide range of consultant and production roles

Throughout his career, his focus has been on working with people, innovative problem solving and the associated activities of design, research, strategic

thinking, knowledge and process. Mr. Wier's strengths are in marketing, technology, operations, analysis, user experience, strategy, knowledge management and learning behavior, consumer behavior, branding, project planning and management, and quality assurance.

Professional Experience Overview

(See employment highlights for further detail.)

Donald Thomas LLC, Operations Director / Field Director / Legislative Consultant
Des Plaines, Illinois, from March 2005 to June 2010 with Real Estate Investment and Operations Management

WierDesign Inc, Consultant / Owner and Princess Dreams Inc, Marketing Director
Saint Charles, Illinois, from 2001 to present. Real Estate Operations, Construction, and Consumer Products

Katherine A Wier, MD, SC, Practice Manager
Chicago, Illinois, from August 2004 to March 2005 with Dermatology Practice

Scient, User Experience Architect / Information Architect
Chicago office from May 2000 until January 2001, billable consultant on eBusiness projects.

Retail Planning Associates, Vice President, Interactive Application Strategy & Design
Electronic Retail Group, Columbus, Ohio. September 1995 through April 2000

Educator
The Ohio State University, Columbus, Ohio, Asst Professor, Department of Industrial Design, 1988 to 1995.
Purdue University, West Lafayette, Indiana, Asst Professor, Department of Creative Arts from 1980 to 1988

Project / Construction Manager
Project Control, a project and construction management consultant, Chicago, 1978 to 1980.

Technical / Software Expertise

Management: Word, Excel, Access, MS Project, RentRight, Quickbooks

Web / Graphics: Visual Web Developer, Adobe PhotoShop, Illustrator, Freehand, Acrobat

3D/ CAD / Video: Avid Video Editing Suite, 3D Studio Max, AutoCAD

Education

☞☞ Masters of Business Administration, University of Illinois -Urbana, 1978. Emphasis on Project Management and Marketing.

☞☞ Bachelor of Sciences in Architecture, University of Illinois -Urbana, 1976. Participated in senior year extension program at Ecole des Beaux Arts in Versailles France.

☞☞ Architectural Studies, Illinois Institute of Technology, Chicago

☞☞ Visual and Industrial Design Studies, Northern Illinois University

Activities and Honors

☞☞ Grand Prize, 1999, for TotalCom/Bell World in-store interactive, from the National Association of Store Fixture Manufacturers.

☞☞ Various scholarly publications, books, and conference presentations

☞☞ Various scholarly research awards

Employment Highlights

Donald Thomas LLC, (WierDesign, Inc client) Operations Director / Field Director / Legislative Consultant

Mr. Wier was a consultant from to Donald Thomas, LLC and its associated entities that had a real estate portfolio of more than 80 single family and multi-unit rental properties. Responsibilities included: marketing, property acquisition, property management, tenant relationships, bookkeeping for all associated entities, legal liaison and property sales. In 2006 helped form coalition of Real Estate Investors to lobby against passage of legislation pending in Illinois Statehouse.

WierDesign Inc, Consultant / Owner

Mr. Wier has run his own consulting firm, WierDesign, and more recently WierDesign, Inc (incorporated 2006), from 1988 to present. Through this firm Mr. Wier and his spouse, Ana Maria Wier, provided operations and project management, strategy, user interface, visualization, and design services to clients including: Donald Thomas, LLC, Knovel, Information Handling Services, MicroCenter

SuperStores, Borden Consumer Products, and Retail Planning Associates.

Key Projects Include:

Chrysler / Modus – September – December 1995

Budget: \$1.7 million, interactive marketing and sales techniques, video production and interface design work done for Retail Planning Associates, *Modus*, a Chrysler sponsored dealer brand, the at-dealer interactive provided consumer driven shopping experience – post-pilot independent research found near 100% consumer satisfaction with Modus car buying experience.

Scient was an international eBusiness consulting firm with over 4000 employees. It offered business solutions focused on research, strategy, design and software and web site creation in the business to business marketing and information flow. These projects were intense in-depth studies and solutions consistent with the rapid pace of technology driven business. Mr. Wier was involved with the following projects:

Key Projects Include

Qwest Communications, May – June 2000.
Budget: \$1.7 million. 12 team members.

CivicServices.com, July – August 2000.
Budget: 1.0 million. 16 team members.

Johnson Wax Professional, September – October 2000. *Budget: \$2.5 million. 15 team members.*

Ingersoll-Rand, October 2000 – January 2001.
Budget: \$1.5 million. 21 team members.

Retail Planning Associates, Vice President, Application Strategy & Design

Retail Planning Associates (RPA) is one of the largest international retail consultancies with over 150 employees. RPA offers strategy, design and implementation services. Mr. Wier was the 2nd person in the door for the Electronic Retail group within RPA. As a result he was involved in all aspects of this start-up group for both in-store interactive and web development within the retail market space. Mr. Wier has had responsibility for proposal generation, project planning, engagement and project management, primary and secondary research, strategy formulation, information architecture, interface creative direction,

interactive graphic production management, and on-going content management. A summary of these major engagements is as follows starting with the most recent:

AutoZone – November 1999 – April 2000, Web Click & Mortar eBusiness solution. *Budget:* \$250K.

Mr. Wier was the application strategist/designer for the two-prong approach of AutoZone's electronic retail "Click & Mortar" approach to integrate within their 1300 stores: in-store interactive customer systems and the re-design of AutoZone.com. He developed or co-developed a number of deliverables during the conceive phase.

- ✂ Development of "Click & Mortar" business plan with AutoZone
- ✂ Development of presentation materials for AutoZone to successfully communicate "Click & Mortar" business plan to Board of Directors
- ✂ Development of "Click & Mortar" business strategy to integrate in-store and online retail activities
- ✂ Design of information architecture for In-store (kiosk) interactive and AutoZone.com

AutoNation USA – 1998, web based vehicle buying oriented to consumer shopping behavior. *Budget* \$300K.

Mr. Wier assumed project management, as well as application strategist/designer responsibilities for a 25 person strategy/design/development team. The project was to conceive, design and then implement the AutoNation USA website (December 1997 - August 1998). AutoNation sold \$1 billion worth of vehicles over the Internet during 1999. The project scope included:

- ✂ Primary research (video ethnography and exit interviews) and assessment
- ✂ Strategy formulation for positioning, branding and application
- ✂ Interaction design, interface design and key Java-based technology design
- ✂ Implementation of web site

Mr. Wier's specific responsibilities included:

- ✂ Application strategy formulation
- ✂ Engagement and project management for design and implementation phases for a team of 25
- ✂ Application design including information architecture

Microsoft Concept Shop – 1996, Seamless integration of interactive within retail environment. Locations in USA and Canada, including CompUSA and Nobody Beats the Wiz. *Budget:* \$700K.

Mr. Wier developed the interaction design, information architecture and provided creative direction for behavior of the interactive (February 1996 - August 1996). The project scope included:

- ✂ Seamless integration of in-store interactive within new physical store design, graphics, merchandising and shopping process
- ✂ Networked solution providing downloads of daily session info and uploads of content and application updates
- ✂ In-store connection with Microsoft's web site – one of the first to do this in the retail industry

Additional projects while at RPA include:

T. Rowe Price, Nest Village, Virtual Village, General Motors, Dime Bank, Banco Popular

Educator

While at The Ohio State University Mr. Wier developed innovative interactive knowledge tools associated with a wide variety of both studio and lecture courses. He taught undergraduate and graduate level studio and lecture courses including: Human Interface and Research Methodologies, Interactive Design and Development, Advanced 3D Computer Modeling, Computer-aided Design, Interior Design Studio, Lighting Design, Color Theory, Furniture and Fixture Design, History of Design and Materials & Processes

While at Purdue University he taught undergraduate and graduate level studio and lecture courses including: Product and Interior Design Studio, History of Design and Design Methodology. He was the Coordinator for Basic 2D & 3D Studio Design Program. In this role, every quarter, he managed 15 Graduate Teaching Assistants and developed the course of study for 300 students.