

## Contact

[www.linkedin.com/in/georgepaultaylor](http://www.linkedin.com/in/georgepaultaylor) (LinkedIn)

## Top Skills

Project Management  
Integration  
Sales Management

## Languages

English (Native or Bilingual)  
Catalan (Professional Working)  
Spanish (Native or Bilingual)

## Certifications

Programmer and Designer Dealer  
Technician Specialist and Calibration I & II  
Crestron Control System Programmer & Designer  
Programmer and Technical Specialist Certificate  
Project Management Professional (PMP)

## Honors-Awards

Magna Cum Laude Graduated with honors

## Patents

Art Storage and Inventory System

# George Taylor, MBA

Co-Founder at Human Blooming  
Orlando, Florida

## Summary

Outgoing Problem Solver and Leader, my native bilingual English/Spanish has allowed me to develop overseas my professional life in Europe, LATAM, Asia and the USA

As SVP Global Sales & Marketing I delivered new branding, market growth, and signed on distribution agreements with CHEWY, VM Innovations, European and LATAM markets.

During the years I have been a business owner in the AudioVisual Business I have done Design and Integration for groups like The Hard Rock Cafe or the Hyatt VillaMagna. I have done Project Management, systems design, integration and controlled jobs from suppliers to customer over seeing more than 415 people. I have worked for the City of Miami and MINT in Shanghai. I introduced and increased awareness of optimized lighting technologies, expanded, and introduced LED awareness to architects and integrators, delivered and gained a reputation for always stretching the boundaries of creativity. I Always push to deliver WOW!

Fundraising experience for the Matt Lamb UMBRELLAS for Peace and The Reial Crecle Artistic of Barcelona.

Implemented CRM to each organization I managed and delivered maximum ROI as a result.

Coordinated and delivered the presentation in Lausanne Switzerland including Public relations and Communications for the City of Madrid as an 2012, 2016 Summer Olympic Games candidate City

Government Experience, I managed to get our Manufacturing company Certified as a permanent supplier.

During my time in Family Leisure and SEGA Japan, I was responsible for the Design, Development and Management of

several Amusement Parks. I Collaborated with Port Aventura in two of the attractions. I reconfigured The Trocadero in London. I started the first two Spanish SEGA Parks and the contacts with El Corte Ingles.

During my time in ToysR Us I managed a store with more than 200 employees and went through the training to open the Spanish market as Director of International Operations, I am a native level bilingual speaker in both languages and that has helped with the relationships between the company and suppliers.

Apple Evangelist, KEEP IT SIMPLE YET FUNCTIONAL.

Theme Park Enthusiast and Consultant IAAPA promoter overseas.

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## Experience

Human Blooming

Co-Founder

March 2020 - Present (4 months)

United States

\* We offer an e-learning platform. We have more than 18 year experience in Coaching, mentorship and creating the Organizational Balance for employer and employees. We have an I-CHO International Chief Happiness Officer University Certified Title.

\* LaSalle Certified Courses World Wide

\* Multidiscipline Instructors.

\* Outsourced Sales Learning.

GT2 Games S.L.

VP of Sales & Marketing

July 2019 - Present (1 year)

Orlando, Florida Area

Business Development and new market growth for customer with a 90% satisfaction rate.

Theme Park Consultant and Amusement and Entertainment Evangelist !!

Experienced proven track record in USA, LATAM, EMEA and APAC.

Multicultural and multi language abilities, I speak 4 languages and have a good rapport with different cultures with empathy of these different approaches.

Emphasis in coaching, mentor,

Implemented Salesforce as a CRM tool to maximize ROI and client followup.  
Due Diligence, CDMA and M&A, IT Consultancy experience.

Sold SaaS to companies, including Healthcare Hospital and Gaming Hardware and Software Integration

Marketing Media online, acted as SEO for several Customers as a remote service including Google Analytics optimization.

Hospitality, Amusement and Leisure expert, I have provided results with increase in sales of more that 40% by applying technological solutions, integration, team work and laser focus goal mentality always taking extreme ownership of all my responsibilities,

There no bad teams, only bad leaders. It's not only what you preach, it's what you tolerate.

All elements of the team must work together, mutually supporting one another.

I take extreme ownership of my responsibilities.

### Dogness Group LLC

SVP Worldwide Sales and Marketing Dogness Group LLC

April 2018 - July 2019 (1 year 4 months)

Plano, Texas, USA

Dogness International was founded in 2003 to develop and manufacture pet leashes. Our products fall into the three categories of pet leashes, retractable dog leashes, and smart collars. Through a superior ability to innovate and the advantage of a fully integrated manufacturing chain covering production of fabrics, dyeing, mold development, metals, and resins,

In the past fourteen years, Dogness has successfully partnered with world-class pet retailers and has taken the lead in supplying pet leash products to furniture chain giant IKEA. As of 2016, Dogness's high quality leash

products have been exported to 69 countries and regions and more than 300 global distributors. From 2013 to 2016, the average annual net profit growth rate was 31.3%. In the past three years, the number of new patents approved and applied for have surpassed 120. As SVP Global Sales & Marketing I was responsible as Director of Sales, to coach, mentor the sales organization, reporting marketing strategy, market research, business plans, Pricing, Social Media Marketing, Digital Marketing and Advertising. Writing International presentation to the PRESS in China, promoting the brand and new products. Implemented Net Suite to the company to better manage KPI, CRM, Sales, Inventory.

Lead the Marketing and Sales division to get GTM in Global markets USA, LATAM, EMEA.

#### Achievements

-Market Growth 14 countries in Latin America and 16 in Europe.

-Develop and implement strategic marketing plans and tactics, including advertising.

-Drive brand strategy, was responsible for the new re-Branding and new packaging, consumer messaging and research;

-Manage P&L, profitability, internal and external partners in Marketing Strategy, SEM, Google AdWords, experience SEO including webtrends.

-Collaborate with the design team and product development to promote sales and merchandising to deliver successful product program.

#### Wifipass

COO Wifipass Barcelona

January 2017 - April 2018 (1 year 4 months)

Barcelona Area, Spain, Orlando Florida, USA

Our company goal with our partner Abertis is to offer the best Wifi service in the City of Barcelona. You can walk around the town and always have wifi. We offer a Premium service to Sponsor Companies to Channel their clients and offer a premium service tailored to their profile. Marketing solutions to small and large companies, Big Data statistics and analytics, with market studies applications. I was responsible for getting the brand to GTM and implement

a sales force with the main cruise lines to sell to each guest before their vacations.

Implemented Salesforce to maximize vendor follow up and optimize 90% customer satisfaction.

Executive Team training and Partnerships development including Carnival Cruise.

Brand Awareness via SEO optimization, Influencers, Advertising, Online Promotions.

## GT2 Games S.L.

CEO, Owner

January 2000 - March 2018 (18 years 3 months)

Madrid Area, Spain

I started GT2 Games as a Distribution company originally importing Games and spare parts for the Amusement Gaming Industry from the USA and Japan, introducing Spain's first MP3 player. Gaming parts like flippers, rubber, springs, bulbs for the Amusement Industry. Business Development.

Since then things have changed and we are the exclusive distributors of Xantech and PS Audio in Spain and Portugal. We are part of the Domotic Community in Spain with classes and engineering to dealers and installers Implemented CRM to maximize ROI and client followup. Sold SaaS to companies.

I designed and worked on online games and network solutions for gaming platforms, including the introduction of VR.

## Tu Cine en Casa

Chief Executive Officer / Owner

December 2001 - May 2017 (15 years 6 months)

Calle Fuencarral 101 Madrid Spain

I am proud of this project. After 15 years Tu Cine en Casa was sold to a local group. Retail and Remote Assistance, Sales Goals were always about Customer Satisfaction. We solved a void for IT integration in Commercial Advertising, Home Theaters, Hotel and Board Room Solutions. I was responsible for the presentation of Madrid as the 2016 Olympic Candidate City, I promoted and entire city and went to Lausanne Switzerland to showcase the city to the COI committee. When I first started this project I was lucky to

be able to mentor and recruit a great group of individuals which helped me go from start-up to first ranking company in our field. It's been a great ride and now it's time to find a new challenge. I have enjoyed these 15 years very much it has been an integration rush no doubt that all the things I have learned will be applied to future endeavors. Responsible for Finance, Financial Analysis, Product Marketing, Merchandising, etc. We have always been Integrators of Home Automation, Control4, Lutron, Crestron and every rIR or RS232 controllable electronic equipment. We have worked for first rate companies in Healthcare, Banking, Advertising, Media, like Santander Bank, Seminole Gaming Hard Rock Cafe, Niño Jesus Hospital Kids Oncology, Hyatt, Publicis, JC Decaux, Bassat Ogilvy.

I was responsible for all IT/CIOs role to plan, coordinate, direct, design, and implement all gaming and customer support activities of the IT department including mission-critical systems. Also responsible for coordinating, providing direction, and support for property IT functions, implement, and support cost-effective technology solutions.

#### Family Leisure S.L.

CIO / Director of Operations

November 1997 - June 2001 (3 years 8 months)

Madrid Area, Spain

Gaming and Casino Company, leader in customer service and cost efficiency Business Development with the Government, US Naval Base in Cadiz, also the New Centers in Valencia and Rota. I managed the arcades, gaming casinos the company opened and the relationship we started with the US Naval's Forces at the Military bases in Spain Also updated and redesigned the Trocadero Arcades with the UK based office. I was the Project Manager that worked with El Parque de Atracciones in Madrid and ran their maintenance for the Arcades and some park attractions ( including the water fair arcade ) Introduced Europes first VR experience at the Trocadero London. I was CIO and implemented Spains first LAN Connected Gaming on site and interconnected between casinos. Oversaw more than 850 machines and coordinated 35 technicians, seven days a week. Laser Focus Assiduous Customer Service

#### Sega Entertainment S.A. Spain/Portugal

Country Manager / Director of Operations for Spain and Portugal

November 1995 - November 1997 (2 years 1 month)

Spain and Portugal

As Director General I was responsible of the opening of the Urban SEGA PARKS entertainment centers in Spain and Portugal. I made several agreements with Spanish companies such as El Corte Ingles to incorporate the entertainment parks in their centers. IAAPA member.

Como maximo responsable de la multinacional en España para la division de Centros de Ocio y Recreo SEGAPARK realice alianzas estrategicas con El Corte Ingles y otras empresas para el desarrollo de centros de entretanimiento con la enseña SEGA.

### Family Leisure S.L.

Director de Operaciones

September 1991 - November 1995 (4 years 3 months)

Madrid Area, Spain

As Operations Director I was responsible of the organization and development of the entertainment centers, Amusement Parks and Video Game Arcades around the entire country. I made the game purchases based on my Video Game Beta Tester background and the experience I gained during the years in business.

### Toys R Us

Regional Manager

December 1988 - September 1991 (2 years 10 months)

Baltimore, Maryland Area

Regional Manager responsible for the day to day operations and the contruction of new centers I was project Manager for Owings Mills from ground up to Opening Day

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## Education

IESE Business School - University of Navarra

MBA, Management · (1991 - 1993)

Towson University

Bachelor's degree, International Management and Marketing · (1984 - 1988)