

# Ron Carroll

773-592-6405

www.ChicagoDIYLearningCenter.com | ron@chicagodiylearningcenter.com

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## Professional Experience:

### **Chicago DIY Learning Center LLC.** Chicago, Illinois **2017 - Present**

*Founder*

CDLC provides how-to seminars, workshops, focus groups, meetups and hands-on classes, lessons and short-term, customized service offerings and lessons on a variety of topics, including Golf, Tennis, Basketball, Business Startup and Growth, Home DIY Projects, Art, Music and more to come.

### **Baseball Golf and Tennis NFP** Chicago, Illinois **2017 - Present**

*Founder – Get a Grip or Better Grip – on the Games of Life!*

BGGT NFP is a revolutionary way to introduce the Games of Life (Golf and Tennis) to a variety of people across the globe in a fun, energetic, team-oriented, learning environment. The concept also includes an optional to play Football or Basketball Golf or Tennis as well, and is great for all ages. The baseball Golf and Tennis concept will offer licenses – free to K-12 schools or academies. The program covers the basics of Golf's Short Game and Putting Game, while the K-12 Basics of Tennis covers the Service Game and Baseline Game. The Games are played like baseball, basketball or football, but with a club or a tennis racket.

Baseball Golf and Tennis Leagues and Licensing division will have facilities, host clinics, team-challenges, Corporate Events, Leagues, Social Clubs, Charitable Championships and licensing to driving ranges, golf courses, academies, instructors, video games and more. Baseball Golf will Teach-n-Test the Long Game, Approach Game, Short Game and Putting Game, while Baseball Tennis focuses on the Service Game, Baseline Game, Approach Game and Net Game.

### **Get a Grip America, Inc.** Chicago, Illinois **2006 - 2016**

*Founder*

Founder of a Get a Grip America - Play Golf and Tennis [*dba* 2006] and Chicago Entrepreneurs Network [*dba* 2016]. I have the only private golf and tennis club in Chicago, I primary teach in the summer (April to October) at Diversey Driving Range and Hamlin Park. I started the concept in 2015 as *dba* Get a Grip Chicago, where I had six divisions or Clubs – fitness, golf, Tennis, social, Activities and a Business Club (Chicago Entrepreneurs Network).

### **Chicago Cyber Cafés,** Chicago, Illinois **2000–2005**

*Founder*

- Placed customized Dell and Apple multimedia computers in existing coffee shops for hourly rental
- Hired \ managed P/T PC Techs and promotional marketing representatives to sell\service accounts
- Designed websites, content, sold on-line \ Idle-PC ads; contracted 23 shops and negotiated contracts

### **Lynk Systems Inc., Chicago, Illinois**

*Chicago Territory Manager (p/t)*

- Initially incorporated Lynk Systems into the *Chicago Cyber Cafés* strategy to offer credit cards
- Added over 100 clients (restaurants, bars, retailers...) processing \$1 million in daily transactions
- Trained and supervising five, created collateral material, e-marketing, sales and support strategies
- Analyzed statements, negotiated rates/fees, and created proposals and PowerPoint presentations
- Conducted competitive analysis, and formed alliances with Banks and Chambers of Commerce

**Creative Labs, Inc.,** Chicago, Illinois and Milpitas, California **1996–1999**

Regional Merchandising Supervisor | Tradeshow, Floor/Demo, Product Marketing and Training Specialist  
*Managed Retail & Distribution Channels in the Midwest, West Coast, Canada and Latin America*

- Increased retail sales over 13% in such stores as Best Buy, Fry's, CompUSA, Micro Center...
- Hired, trained and supervised 10-20 MA Retail Reps to train, demo, sell and merchandise stores
- Trained VARS, retailers and distributors across the U.S. (*Tech Data, Merisel, Ingram Micro..*)
- Managed personnel and territory – including tradeshows, in the U.S., Canada and Latin America  
- *CES, Comdex, Game Developers Conference (GDC), Internet World, PC Expo, PACRIM...*
- Created department manuals, managed inventory, configured Rep demo PC's and tradeshow units
- Tested Product Manager Prototypes, and redesigned store feed back sheets and training reports

**Business Information Group (BIGUSA), Chicago, Illinois** **1991–1996**

*President & CEO - Founder*

- BIGUSA sold computer products, networking and training services, project management and facility support agreements to small and medium-sized businesses, as well as large Corporations such as Cole Taylor Bank, IBM Corporation, Dunkin Donuts,' Seaway Bank, The Rehabilitation Institute of Chicago, The CTA, Quaker Oats, Independence Bank of Chicago, Comdisco, The Mega Center of Chicago and W\MBE businesses. Largest project from beginning to end was \$1.2 million dollars. BIGUSA was sold in 1996 to United Computer Industries Inc.

**IBM Corporation,** Dallas, Texas **1989–1991**

*Internal Consultant (Sales Engineer and Systems Specialist)*

- Assessed IBM's Channel Marketing Training Programs in Chicago, San Francisco and New York
- Designed and installed IBM' Novell Blue Networks with ICAS Software in elementary schools
- Sold and installed vertical-turnkey retail solutions with IBM' Business Partners to small businesses

**CompuMat Inc.,** Chicago, Illinois **1984-1988**

*Senior Account Executive, Trainer, Technologist and Assistant Retail Manager*

- Sold computer hardware and software via proposals - RFP and RPQ (*IBM, Compaq, HP, etc.*)
- Created the TIM Report (*Technical Information Monthly*) for IT and Purchasing personnel
- Trained Account Executives, managed inventory, the retail showroom, and scheduled staff
- Sold to fortune 500 Corporations, B2B, the Government, the City and Educational Institutions
- Obtained 21 Sales and Technical certifications (*12 IBM, 4 Compaq, 3 Apple, and 2 HP*)
- Clients...Amoco Oil, The Federal Reserve and Cole Taylor Banks, Rehab. Institute of Chicago...

**Eye to Mind Design, Chicago, Illinois** **1981–1983**

*Owner*

I started this company in college and offered commercial art, photography, and did a lot of portraits and modeling portfolios. Some of my work appeared in newspapers (fashion art\Sears sales), on M.A.D.D. commercials (I wrote a few), grocery store signage, and much more.

### **Formal Education and Certifications:**

- **LANMind, Inc.**, Chicago, Illinois (*Novell, Microsoft, Cisco, Apple Talk.....*) **1991-1993**
- **Loyola University of Chicago** – Psychology with minor focus on English, Art **1984-1985**
- **University of Saint Frances**, Joliet Illinois, Psychology and Art **1982-1983**
- **South Suburban College**, (*Associates*) **1982**
- **LA Valley College and California State North Ridge** **1980-1981**
- **South Suburban College**, South Holland, Ill (*Formally Thornton Community. College*) **1979**

### **Certifications, Personal Attributes and Skills**

Honest, professional, dependable, hardworking, very creative, detailed, team, goal, & service-oriented. Communication, multitasking, organization, rapport, leadership, people and problem-solving skills. Accumulated over 29 technical and sales certifications, Novell CNE, Microsoft MSCE, Cisco, Apple, Compaq, Dell and others. I am also proficient at all MS Office products, Social Media (Facebook, Twitter, LinkedIn), Meetup Group, Constant Contact (email marketing), Half off deals, graphic design, website design, press releases, marketing campaigns, blogs, forum\online content creation and more.

### **Volunteer Work and Donations:**

Tax Assistance Program • Created Community Access Centers of Chicago as President of BIGUSA, Inc. • Chicago Sports Festival – *taught fun-golf to pre-teens and teens* (with Hook a Kid on Golf) • Donated over \$5,000 in free Golf and Tennis Lessons and Club Memberships over the past decade • Consulted and Created marketing plans, logos, business cards, banners and websites for churches, Non profits and Disadvantaged Business Owners for the past two decades.

### **Hobbies:**

Drawing\Painting, Photography, Writing Novels, Poems and Creating Music.

### **Sports**

Baseball, Hockey, Football, Track, Tennis, Boxing, Golf, Basketball, Volleyball and Bowling