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## EXECUTIVE PROFILE

I am a multi-faceted executive with a diversified skill set and an exceptional track record of building innovative concepts into successful commercial organizations. My roles have been largely focused on operations, corporate development, business development, client management, and marketing. I have been responsible for both developing the strategies and executing the tactical implementation plans to accomplish corporate objectives and achieve operational excellence.

## CAREER OBJECTIVE

I seek an opportunity in the life insurance industry with a company that has a culture of integrity and a dynamic team of intelligent and creative individuals where I can leverage my unique brand of developing, nurturing, and managing senior level relationships. I want to bring my divergent leadership skills, broad industry knowledge, and extensive network to achieve its corporate objectives through developing new business and expanding market share.

## PROFESSIONAL EXPERIENCE

### **Red Wolf Online/Ondexx (Toronto, Canada)**

**2006 – Present**

*Co-Founder & Chief Operations/Knowledge Officer*

- Co-founded Red Wolf Online in 2006 to bring the Ondexx Knowledge Management Solution to the global direct Life and Reinsurance market
- Led strategic planning sessions with the board of directors and other senior executives to set long-term corporate goals and objectives
- Managed the day-to-day operations and developed the key staff and infrastructure to support business expansion and implementation of corporate strategies
- Conducted revenue generation and business development activities for the company, including direct sales, channel sales, marketing, and strategic partnerships in North America, Europe, and Asia
- Led client management and development efforts on behalf of the company, increasing user adoption and successfully renewing long term contractual relationships
- Served as the company Subject Matter Expert, providing knowledge management and business process optimization consulting to help F50 Financial Services companies better manage and mitigate corporate risk
- Developed Client Success program, a proactive approach to client management that grew internal customer base, increased usage of the product, and virtually eliminated support calls
- Worked with clients to actively participate in product development, whereby every feature and function was derived from a genuinely expressed client need
- Established Red Wolf as an industry technology resource for the direct life and life reinsurance industry
- Developed partnerships with the Association of Home Office Underwriters (AHO) and Academy of Life Underwriting (ALU), helping those organizations build an online presence in the marketplace
- Developed partnership with MIB, leading to the successful launch of its Coding Manual to market on the Ondexx platform, providing access to over 7,000 Underwriters in North America

**Live Insite Inc. (Toronto, Canada & New York, NY)** **2012 – 2016**  
*Co-founder & CEO*

- Led the commercialization efforts of a leading edge, patent-pending Advertising Technology that included corporate development, investor relations, business and partner development, as well as driving the overall strategy of the company.
- Worked with global media companies to leverage technology to successfully enhance online engagement, increase conversions, boost yield and sell through, derive actionable consumer insights and better leverage online data

**BlueFrog Career Transitions (Toronto, Canada)** **2002 - 2006**  
*Founder & President*

- Authored, published, and delivered industry-leading 'Leap Ahead Program', a career management workflow and training program that developed skills to successfully transition professionals into a new role or vocation
- Developed and implemented talent management and retention programs for medium and large enterprises in the information technology and pharmaceutical/biotechnology industries
- Provided entrepreneur, executive, and career coaching for industry professionals

**Global Recruitment Solutions (Toronto, Canada)** **2000 - 2002**  
*Executive Recruiter & Human Capital Consultant*

- Provided human resource consulting and executive search services to small, medium, and large enterprises in the Life Sciences and Internet Technology industries.
- Clients included but not limited to Teva Pharmaceuticals, Platform Computing, Silicon Graphics, and SAS

**Santa Barbara Business Sales & Consulting (Santa Barbara, California)** **1997 – 2000**  
*Founder & President*

- Listed, sold, and procured small businesses on the Central Coast of California. Became leading expert in the community in small business valuation and sales. Achieved IBBA Certified Business Valuation status

**Together of Santa Barbara/Central Coast Introductions (Santa Barbara, California)** **1994 - 2000**  
*Co-Founder & Chief Operations Officer*

- Built industry leading introduction service for singles on the Central Coast of California, successfully matching thousands of members with offices in Santa Barbara, San Luis Obispo, Monterey, and Oxnard, California

## **EDUCATION & PROFESSIONAL DEVELOPMENT**

**University of California, Santa Cruz** **1990**  
Bachelor of Arts, Ancient European History

**International Business Brokers Association** **1998**  
Certified Business Intermediary

**California Department of Real Estate** **1997**  
Real Estate Brokers License

## **VOLUNTEER EXPERIENCE**

**Association of Home Office Underwriters (AHO)** **2020 - Present**  
Education Committee Lead

**Tri-County American Lung Association (Central Coast, California)** **1997 - 2000**  
Board Member, Vice-President

~References Available Upon Request~