

# Peter Jeffer

4834 Esedra Court, Lake Worth, FL 33467 • H: (561) 249-1529 • C: (516) 840-0577 • [Peter@PeterJeffer.com](mailto:Peter@PeterJeffer.com)

## » Professional Photographer

1990 – 2016 [Peter Jeffer Photography](#) << Check it out Lake Worth, FL

### Competition Photographer

- Active photographer with a creative flair. Present unique, powerful images utilizing digital enhanced techniques that turn photos into art! *My goal in portraits is to have viewers say, "WOW."*
- Member of the Boynton Beach Camera Club and The Photographic Arts of South Florida.
- Skilled at Photoshop, ON1, Topaz, Portrait Pro, Picasa by Google & post photography digital programs.
- Thousands of my images are on the Internet in event albums and individual & couple portraits.
- My images have been published in The Palm Beach Post & the Sun Sentinel newspapers, brochures, various national and local magazines, and on numerous online photography competition sites.
- The renowned 2016 national Renaissance Faires & Culture features a 12 pg centerfold of my images, plus an article on my photography at the South Florida Renaissance Festival.
- Think how my images can portray you, your family, events, online images for your business!



## » Accomplishments

### **Sales ~ Marketing ~ Manager ~ Photographer**

- Veteran executive with broad sales and marketing experience in ecommerce, public relations, product and brand development with leadership, verbal, written, presentation and problem-solving skills.
- Combine these attributes with successful launch of numerous businesses as a venture capital partner and strategic planner.
- Engaged in marketing initiatives for numerous products producing TV spots & infomercials, appearing on QVC and selling on Home Shopping, setting up online affiliate network selling 11,000 co-branded corporate partners from existing customers, online, email marketing & at trade shows.

Personal web sites:

[PeterJeffer.com](http://PeterJeffer.com)

[PeterJefferPhotography.com](http://PeterJefferPhotography.com)

[Facebook.com/PJeffer](https://Facebook.com/PJeffer)

[View Bug Photo Competitions](#)



*The challenge of a thought...  
is to make it a reality!*

*Peter Jeffer*

---

## » Professional Summary

- Self starter wanting to integrate and contribute in a progressive organization with high growth goals.
- Talented salesman and group leader effective at building loyalty and long-term relationships with customers while exceeding sales targets.
- Persuasive account manager skilled at developing a diverse and large client base. Constantly looking for new ways to promote products and build professional network ties.

---

## » Business Experience

1991 – 2016                      **NU-Technologies, Inc.**    New York, NY

### **Venture Capital**

- Raised funds for joint venture partnerships of many companies with proprietary Intellectual Property.
- Developed business plan including marketing strategies, sold corporate accounts, hired sales personnel.
- Opened office space for each venture, granted 11 U.S. Utility Patents related to product development.
- Negotiated strategic partnerships with corporate partners for each venture as exit strategy.

1991 – 2016                      **NU-Dent, Inc.**    Lake Worth, FL

### **President ~ Licensor of Intellectual Property**

- Developer, manufacturer and licensing agent of PermaSoft® Soft Denture Liner.
- Oversee product development, kit design, packaging, flyer & trade show both, and dealer relationships.
- Granted 3 U.S. Utility Patents on manufacturing of product with unique features and benefits.
- Led sales force at trade shows and servicing worldwide medical distributors.
- Dentsply, Intl., a billion dollar dental manufacturer is Licensee to sell PermaSoft® worldwide since 1998

2000 – 2007                      **MakesParties.com**    Long Island, NY

### **Founder / President**

- Founder, developer and President of MakesParties.com.
- Oversee business development, site design, optimizing, branding site and negotiation with vendors.
- Set up and established Affiliate Network with over 11,000 third parties resellers for scalable growth.
- Led sales force to sell at trade shows and through thousands of customers of the parent company.
- Integrated customized personalized imprinted products to the site's 8,500 SKUs.

1998 – 2007                      **Sherman Specialty Corp.**    Long Island, NY

### **Vice President – New Business Development**

- Developer of Recall Card program sold to medical practitioners to interface with their office software.
- License various characters and art for postcard face and alternative custom back text for message.
- Integrated this system with Dentrix technology division of Henry Schein, for their millions of customers.
- Solicited thousands customers of Sherman Specialty to become Affiliates of MakesParties.com.

1991 – 1998                      **AIR-FLOW® Ventilation Footwear, Inc.**    New York, NY

### **Director of Sales & Marketing**

- Licensed exclusive rights to patented AIR-FLOW® Ventilation Footwear.
- Oversee P&L, supervise & coordinate all development and marketing efforts.
- Sold work boots to institutional customer including the NYPD, Federal Express, UPS, TWA and others.
- Sold custom sports shoes on Home Shopping Channel sponsored by Brenda DyGraf fitness hostess.

1993 – 2000

**NEW-VIEW Windshield Wiper, LLC**

New York, NY

**General Partner**

- Developer of *The Flipper*<sup>®</sup> Articulating Windshield Wiper.
- Oversee P&L, supervise & coordinate all development and marketing efforts.
- Granted 5 U.S. Utility Patents on manufacturing of product with unique features and benefits.
- Spokesperson in 30 min. infomercial and sold wipers live on QVC with outstanding sales results.

---

1975 – 1990

**Money Management**

New York, NY

**Portfolio Strategist / Security Analyst**

- Securities Analyst / Portfolio Strategist at Oppenheimer & Co. and Morgan Stanley & Company.
- Published a weekly stock market letter titled, *Volume Indication*.
- Provided fundamental, analytical and trading strategies and advised firm trading accounts.
- Managed Hedge Funds for institutional investors and Private Placement Partnerships.

---

» **Education**

**Syracuse University**

**School of Business Administration**

Syracuse, NY

- Graduated Syracuse University School of Business Administration major in Economics and Finance.
- Active in S.U. politics as President of Student Government, President of Senior Men's Honorary, President of my Class, Outstanding Fraternity Man, and selected by classmates as Sr. Class Marshall.
- Co-founder "*Leadership Through Education*," student sponsored scholarship for disadvantaged students.
- Initiated the first use of the "Pass-Fail" grading system for non-major courses for university grading.

---

» **Past and Current Clients**

NU-Technologies, Inc. NU-Dent, Inc., Dentsply International, Henry Schein Company, Sherman Specialty Co. MakesParties.com, 4FunParties.com, The WOW line, Party411.com, Home Shopping Channel, QVC - TV, Strategic Partners, LLC, Morgan Stanley Co., Chasma Scientific, Acushnet Corp., Darby Dental International, TVAS Footwear Int'l, NEW-VIEW<sup>®</sup> Windshield Wiper, AIR-FLOW<sup>®</sup> Ventilation Footwear, Austenal Corp., Florida Renaissance Festival, Middle Bay Country Club, Hunters Run Golf & Racquet Club, and many more.

**Peter Jeffer Photography** << Check it out

