

Geoff McIntosh

Owner /Operator - OnlineDTP.com

InDesign, Photoshop, Marketing, Photography, IT, 9 et 11 rue du Haut Pont, Embry, Pas de Calais, ME

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Whilst I have owned and continue to run several companies in the UK, New Zealand and the United States (always of 40 staff or less), my focus has usually been on New Business and Marketing, which has suited my entrepreneurial spirit, natural talents and passion for the Graphic Arts and Marketing, along with Page Layout & Design, Writing, Videography and Photography, particularly within the auspices of the IT and Aviation industries, both of which I have been immersed for 35+ years.

The recent economic downturn has forced a "rethink" within the "mainstream" businesses with which I am currently involved and I would now like to be able to spend MORE time nurturing my passions in a broadband-supported home-based environment which is now, more often than not, in Northern France, although I am still very willing to travel (anywhere) as appropriate for Meetings, Expos, etc..

I am an extremely motivated and worldly self-starter, used to working long and unusual hours in order to satisfy Customers' requirements. I'm quite the night-owl, which can also be extremely beneficial when dealing with people on the other side of the world.

Work Experience

Owner /Operator

OnlineDTP.com - Canterbury

June 2011 to Present

This is an entry that I set up to tout for Desktop Publishing, Graphic Layout & Design, Web-site Creation, Photography work, Technical Writing, Proof-Reading, Localisation, etc.

For more info, please see www.onlinedtp.com

Part-Owner

There 4 Yours - Wanganui, Manawatu-Wanganui

June 2011 to Present

"There4Yours" is another cooperative venture with Annette Dow, with the ultimate intent of assisting elderly New Zealanders with a twist:

Helping their estranged FAMILIES (be they in other cities or other countries) find the tools to help them in their absence.

Go here to learn more: www.There4Yours.com

Owner/Operator

GeeMac Stock Photography Ltd / PrismCells - Milwaukee, WI

March 2009 to Present

Stock Photography site, see: <http://www.PrismCells.com/>

Owner

Binary Resource (UK) Ltd. - Canterbury

July 2003 to Present

Binary Resource (UK) Ltd. (BRUK) was set up by myself (a British/EU and NZ citizen) in 2003 when it became obvious that the American parent company (Binary Research International Inc.) needed a more hands-on presence in the UK and Europe.

For more information, see: <http://www.binaryresource.com>

President

Binary Research International Inc

September 1997 to Present

Milwaukee , United States

Binary Research International (BRI) is a Distributor of Software and supplier of Support Services and solutions. Our Head Office is in Milwaukee, Wisconsin, USA and we have a branch located in Canterbury, England. Incorporated in September 1997, BRI was a wholly-owned subsidiary of Binary Research Ltd. of Auckland, New Zealand - the company that developed the world's first software-based PC Cloning utility, Ghost(TM).

BRI's original purpose was to co-ordinate Sales and Marketing efforts for Ghost - now known as Symantec Ghost Solution Suite. The worldwide Technical Support personnel for Ghost, who served as a liaison between the Programmers in New Zealand and end-users worldwide, were also housed at the Glendale location.

In June of 1998, as the result of Symantec Corporation of Cupertino announcing the acquisition of Binary Research (New Zealand) Ltd., BRI was spun off into an independent, privately-owned company (owned outright, by Geoff McIntosh and Annette Dow) which to sell and support Symantec Ghost. Among its long list of satisfied customers, BRI counts 71 of the Fortune 100 Companies.

Today BRI has re-focused its business activities on three areas of core competence:

Developer Services.

Software Distribution:

Our current flagship product is FastTrack Scripting Host (FSH), winner of the Bronze Award in the 2012 Windows IT Pro "Community Choice" Awards for Best Scripting Product.

Training Services:

Winner of the 2012 Windows IT Pro "Editors' Best" Bronze Award for Training Product or Service.

For more information, please visit: http://binaryresearch.net/about_bri

Marketing Director / Pilot

Airmaster Propellers Ltd - Auckland, Auckland

January 1997 to January 2010

Airmaster is a New Zealand-based designer and manufacturer of electronic, variable-pitch, constant-speed propellers which are used on light and ultra-light aircraft including Titans, Europas, Aircams, Pelicans, RV's, Sea Reys and others.

They come in a range of 2 & 3-bladed configurations and blade-types targeted at aircraft/engines of various HP, and include dashboard instrumentation.

I was responsible for ALL forms of advertising, brochures, flyers, banners, signage, exhibiting at Air Shows (Oshkosh, Sun 'n Fun & Arlington in the USA, The PFA Rally in the UK, Aviex in Australia, etc.), arranging & setting up expo booths, liaising with/visiting Customers & Colleagues in the States, arranging

Housing for Shows, demonstrating product (at Shows and as a Pilot), installing propellers pretty much everything that was required outside of New Zealand.

The Recession sadly took it's toll on NZ's ability to compete head-to-head with stronger markets, so cuts had to be made. The company, still highly-respected in the aero industry, now manages to sustain itself on a skeleton staff.

See: <http://www.airmasterpropellers.com/>

Marketing Manager / Tech Writer

Skunklabs Software Ltd. - Auckland, Auckland

January 1999 to August 2009

Skunklabs Software Ltd. was an offshoot of Binary Research Ltd. (of New Zealand), involving many of the original Ghost programming team.

I was asked to write the User Manual / Tutorial Guide for Skunklab's "Liquid Media" presentation software. The manual, which I created using Aldus/Adobe PageMaker and Adobe InDesign (plus PhotoShop), ended up consisting of 700+ full-colour A4 pages, and naturally required me to become an expert Liquid Media User and, consequently, Skunklab's primary Beta Tester.

I also exhibited Liquid Media (along with other products) at numerous IT Shows in the USA, Europe and England and even secured an audience with Dell Corporation, in Texas, with a view to bundling the product with their line of Projection units.

See: <http://www.liquidmedia.net/>

Part-Owner

Buy Me Sell Me - Groningen

January 2005 to January 2007

Under the auspices of the POSI Company, based in Cyprus, "BuyMeSellMe" was an online "bric-a-brac/ garage-sale/boot-sale" site, modelled along similar lines to eBay, but without the Auction aspect. Initially meant to be a "mere" Directory for garage-sale events throughout France (for which there is STILL a potential market), it's direction was lost over time and the project failed.

Contractor / Trainer / Mentor

Innovative Software - Milwaukee, WI

November 1996 to September 1997

"Innovative Software" was awarded the American Sales Rights to sell Binary Research (New Zealand)'s Ghost software. I was asked (by BR) to go to Milwaukee in a Training/Mentoring role, then returned at the request of the owner of Innovative Software, in an ongoing capacity.

Technical Writer / Page Layout & Design

Binary Research Ltd

January 1996 to January 1997

Auckland , New Zealand

Binary Research Ltd. was the Auckland-based company owned by Murray Haszard, the original author of Ghost software (subsequently bought by the Symantec Corporation, renamed Norton Ghost and now called Ghost Solution Suite). Murray asked me to write the Ghost User Manual, which I did using Aldus/Adobe PageMaker and Photoshop. Once offset-printed, I then proceeded to create the physical product boxes, flyers, brochures, CDs, DVDs, "Beanie Babies", Signage, Banners and, ultimately, everything to DO with Ghost up till and AFTER the sale to Symantec This included Expo Booths, Lighting Gobos,

"holographic" glass cubes and all the merchandise one associates with major Computer Shows, world-wide.

It even included the "Ghost Music Video", which I created completely alone using Adobe Premiere, Video Vision Studio and numerous other special-effects products This video was played, endlessly, at all of the big Computer Expos (eg PC World, New York Expo, CeBIT, et al.).

Videographer / Owner

Vidi-Print Ltd

January 1993 to November 1996

Auckland , New Zealand

Producer, Director, Editor, Sound Engineer, 2D & 3D Animator, Art Director the whole kit & caboodle!

The business STARTED from my pioneering a technique for the capturing of b&w Video Images and subsequent conversion to colour through the use of RGB filters and Luminosity adjustments which, in turn, catered to further image adjustment and printing.

At the insistence of my Accountant, I relocated the business, lock, stock and barrel, to inner-city premises, the better to attract CBD prospects.

Owner

Lexico Grafix Ltd

April 1989 to November 1996

Auckland , New Zealand

Page Layout & Design, 2D & 3D Animation, Capturing of Video Images in home-based offices on an offshore island, where the population varied from 8,000 in Winter to 40,000 in Summer.

Long-term clients included Gillette, American Express & Nestles from the "Mainland", along with all of the island's desktop-publishing-type business, in the form of advertising, calendars, greeting cards, posters, stationery, etc., much of which required interaction with local spot-printers.

Equipment used at this time ranged from Apple Mac Plus's, SE's and LC's, early Commodore Amigas and Canon spot-colour photocopiers using special (and VERY expensive) clay-coated colour paper!

REO SWIFTT & other EDP Developments

Regional Executive Officer for the Social Welfare Information-for-Tomorrow-Today program and other Electronic Data Processing Developments

Department of Social Welfare (NZ) - Auckland, Auckland

October 1988 to March 1989

Auckland , New Zealand

"REO SWIFTT & other EDP Developments" was a mouthful of a title, but not as bad as:

"Regional Executive Officer for the Social Welfare Information-for-Tomorrow-Today program and other Electronic Data Processing Developments"!

"SWIFTT" was a nation-wide computer-systems revamp of everything to do with New Zealand's Social Welfare offices and systems and I was the "face" responsible for disseminating the changes which would be involved, which threatened the jobs of MANY of the 60,000 employees in my region, especially typists and data-entry people. I reported directly to the Auckland-based Assistant Director General for NZ's Department of Social Welfare.

This was a very stressful job!

Regional Computer Supervisor

Totalisator Agency Board

September 1987 to October 1988

Auckland , New Zealand

The Totalisator Board (TAB) is New Zealand's official on-course and off-course horse and dog racing Betting facility. At that time, the TAB used Perkin Elmer computer equipment.

As Supervisor of the Auckland computer site, I also took responsibility for the successful running of all on-course tote machines (which were controlled from "roving" lorries) from Lake Taupo, north that is, by far the most populated part of New Zealand.

Race-Days were Monday through Wednesday, plus Friday and Saturday, so I had Thursdays off. I lived on an offshore island which had no appropriate weekend ferry service, so I used to FLY to work on Saturdays in a Grumman Widgeon sea-plane! Being a pilot, I thought of this as a bonus!

Responsibilities extended to the monitoring of individual "High Rollers" and to keeping a watchful eye on the possibility of Tote-Manipulation.

Computer Supervisor / Government Computer Training Officer

Government Computing Service (NZ)

January 1986 to September 1987

Wellington , New Zealand

New Zealand's "Government Computing Service (GCS)" consisted of four main computer centres, each of which housed a Mainframe computer provided by a different manufacturer (as befitted the politics of the time). The Trentham Computer Centre was an ICL site, Cumberland hosted IBM, Wanganui (the "Big Brother" Police site) sported ?Honeywell? and Pipitea (where I was based) was a Burroughs/UNISYS A-Series site. I STARTED as a Computer Supervisor with MANY years of experience on such machines, but quickly noticed that their documentation was extremely thin on the ground and that their Training Program was non-existent, both for Operations staff and Programmers.

Initially in an after-hours' mode, and then more and more as a full-time job, I transitioned to Tech-Writing (using B20-series "Word Processors"), Mainframe Operator Training, Programmer Training and, ultimately, became the first official GCS Computer Training Officer, which saw me delivering 2-day to 2-week courses of my own creation at all of the computer sites.

Senior Computer Operator / Tech Writer / Computer Training Officer

New Zealand Steel (NZ)

January 1985 to January 1986

NZ Steel was my first employer after I returned from eight years in Australia, the last couple of which had seen me off work with a debilitating back problem. Having been told by Australian Specialists that I would never work again, I was determined to prove them wrong, and was prepared to take almost ANY job to that end. I had never seen an A-Series Burroughs/Unisys computer before, but I KNEW the Operating System, so I applied for a Senior Computer Operator's position, for which I interviewed successfully.

NZ Steel retrospectively paid for all of my possessions (and cats) to be transported from Sydney to Waiuku, where I lived in single-man's quarters in their own "village". The Glenbrook mill was located in a very remote rural location.

I quickly found my feet and identified many shortcomings in their Documentation and Training areas. Before I knew it, I had "made their B20-series word-processors my own" and proceeded to write a number of manuals and Training programs, which I then delivered to all IT staff, effectively becoming their Computer Training Officer.

In my spare time I to up skill, at home, writing many BASIC programs on my Commodore 64 and American NTSC Amiga 1000 at a time when Amigas had not yet "hit" New Zealand.

Senior Computer Operator / Computer Training Officer / Systems Programmer

Senior Computer Operator - Trainer - Systems Programmer

ADP Service Bureau (Australia) - Sydney NSW

March 1979 to December 1984

The ADP (Automatic Data Processing) Service Bureau was the NSW Government's largest mainframe computer site, located in a special-purpose building that was disguised to blend-in with the old buildings in the historic "Rocks" area adjacent to the Harbour Bridge.

I started as a Senior Computer Operator on Burroughs/Unisys B7700 & B7800 mainframes and also performed stints of duty at their ancient Honeywell installation and, when it arrived, learned the intricacies of an IBM AS400 machine. I soon noticed that Operator Training wasn't up-to-scratch, so found myself spending more and more time using CANDE terminals to create appropriate documentation. This, in turn, led to my delivering a series of Training Courses for Operations staff to the point where I became the permanent Computer Operations Training Officer. When a Burroughs B1700 "small" machine was installed at the Registrar General's office, I was seconded there for several months to learn it's Operational secrets, write the Operator's Manuals and duly train their staff.

Once back at the ADP Service Bureau, I became more and more aware of the need for various Utility programs that might help the Computer Operators. Such weren't available "off the shelf", so I decided to write them myself, using WFL and FORTRAN, which I had taught myself over previous years.

This was a "no-no" for Operations Staff. I was caught "in the act", one day, by the Tech Support Manager and duly summoned to what I thought would be a "Court Marshal". Instead, I was offered a job as a Systems Programmer and was sent away on numerous Government-funded courses to learn the "dark arts". Initially this just meant COBOL, but I was soon also required to learn ALGOL, DCALGOL, ESPOL, JCL, TSO, SPF, RACF and other strange beasts.

The computer manufacturers were charged with ensuring "Up-Time" in the order of 99.9% (outside of Scheduled Maintenance Time), after which the fiscal penalties were horrendous in the order of thousands of dollars per minute. We Systems Programmers were at the 24-hr/7-day beck & call of the Operators in an era well before the internet, so if we were on-call, we had NO social life! The stress of any Down-Time was excruciating!

After a couple of years of such pressure, I succumbed to a chronic back ailment which saw me debilitated for a prolonged time. I was told by a team of Medical Specialists that I would never walk again and that I should somehow get myself back to New Zealand, which I did

Senior Computer Operator / Shift Supervisor

IAC / Citicorp (Australia)

June 1978 to March 1979

Sydney , Australia

IAC (Industrial Acceptance Corporation) / Citicorp was something of an experimental/research branch of CitiBank, using massive Burroughs B6700's and B6800's to "test the waters" in Australia.

I had been "head-hunted" from New Zealand due to my having had several years of B6700 experience at Auckland University.

Senior Computer Operator

NCR (NZ)

February 1977 to May 1978

Wellington , New Zealand

After the modern, glamorous machines at Auckland University, NCR posed something of an IT Culture-Shock. They were running a large NCR-315 which EMULATED a Criterion machine. NOF (Numerical Optical Font) paper tapes were delivered from Head Office each day for input through a NOF-Reader,

Tape-Sorts were achieved by manually un-plugging, lugging and re-plugging 1-inch thick cables from unit to unit, and the teletype-style console entry to rewind a tape was <upward arrow> 39665, leftward arrow> 39952 !
But it was FUN!

Computer Operator / Senior Computer Operator / Operations Supervisor

University of Auckland (NZ) - Christchurch

May 1974 to February 1977

Dunedin), in that they would all receive MASSIVE (at the time) B6700 Mainframe computers. Auckland got the biggest and even went to the extreme of designing a tailor-made Computer Centre which used the excess heat from the computer to heat the building.

The mainframe had the footprint of a tennis-court and sported thousands of twinkling lights with which Error Codes could be read in Octal (a base-8 numbering system). It's main hard-drive spun vertically in chicken-fat, within a housing that stood chest-high, and whenever it shut down and needed to be reset, we Operators could all go home until the next shift, as it required several hours to stabilise!

The din of high-speed line-printers and card-readers, of swirling tape drives and removable disk-packs was deafening, we all wore white coats and had to tie our hair back to prevent injuries.

This was at an exciting time when University courses in Computer Sciences were only just being instigated, the "Users" became your best buddies and a two-way learning process ensued. I learned the CANDE language along with WFL, then taught myself FORTRAN for no better reason than to create questionnaires to assist my Pilot Training.

We built circuit-boards, "macro computers" and "mark-sense" readers in a workshop at the back of the computer room, switched mainframe computer-boards in the dead of night to resolve syntax problems and generally had a BALL.

After I left Auckland University for Wellington's NCR, I was head-hunted to return for a "career" placement but I declined, knowing that I'd never leave The best and worst decision of my working life!

Door-to-Door Encyclopaedia Salesman

Grolier International

May 1974 to May 1974

May 1974

Auckland , New Zealand

"Are you an elephant? Then why work for peanuts?"

That's what the newspaper advertisement said.

After a week of training I apparently proved my mettle and was put in charge of a group of five other like-aged salespersons. We hired a caravan and drove off into the heart of New Zealand for our big adventure.

We were GOOD at it and we all made a LOT of money!

The REAL reason I took the job was that I didn't want to LIE about the fact that I'd been fired from my LAST job.

So, after a very educational few months, I was ready to have a second crack at the Computer Industry, while I learning to Fly.

Computer Operator

Reckitt & Colman (NZ) Ltd. (NZ)

December 1973 to January 1974

Auckland , New Zealand

Fresh out of University, my first computer job at this ICL site, was a nightmare:
Another newbie and myself were "taken on" on the same day, given virtually no training whatsoever and thrust onto sole-charge night-shifts with the simple instruction that "when that console bursts into life, change that disk".

On consecutive days BOTH of us did just that and BOTH of us wiped out R & C's then current database! They decided to "make an example" of one of us and I drew the short straw. My compatriot was sent to "offsite storage" to retrieve the only backup disk. He didn't have a car so took the bus, in which he sat with the disk safely between his feet directly above the electric generator, thus wiping the disk!

Needless to say, HE found himself job-hunting as well!

You'd have thought that was the end of my Computer Career!

Education

Bachelor in Marketing/Information Technology

University of Wisconsin - Milwaukee, WI

January 1996 to February 1996

DSW in Management & Communications

University of Wisconsin

February 1986 to September 1988

Photography

Auckland Institute of Technology - Candé (49)

February 1985 to June 1985

Computer Programming

Mitchell College of Advanced Education (Bathurst University)

February 1981 to November 1983

Sydney University

March 1981 to June 1981

Diploma of Optometry in Physics, Chemistry, Zoology and Botany

University of Auckland

February 1972 to December 1973

English, Chemistry, Mathematics, Physics, Zoology

Kings College

January 1967 to December 1971

Skills

Page Layout & Design, Graphics Design, Writing (Tech & Creative), Proof-Reading, Photography, Software Beta-Testing

Links

<http://www.OnlineDTP.com>

Additional Information

Skills

Page Layout & Design Advanced
Photoshop Advanced
English Advanced
Proof-Reading Advanced
Photography Advanced (Have a Stock-Photos web site)
Videography Advanced (but not recent)
General Computers / IT Advanced
Web Design Intermediate
Writing Advanced
Editing Advanced
Marketing Advanced
Presentation Software Advanced
Software Testing Advanced
Adobe InDesign Advanced
Favoured Software Tools
Adobe Creative Suite 4:
Adobe InDesign (and it's predecessor, Aldus PageMaker)
Adobe PhotoShop
Adobe Premiere Pro
Adobe After Effects
Adobe Illustrator
Adobe Soundbooth
Google Adwords
Google Chrome
Google Earth
KTools' PhotoStore
Microsoft Office Word 2007
Microsoft Office Publisher 2007
Mozilla Firefox
OnClick (CMS)
Nuance OmniPage Professional
Nuance/Scansoft PDF Create

Qualcomm / Mozilla Eudora OSE / Thunderbird, Microsoft Outlook, Outlook Web Access (e-Mail programs)
Skunklabs' Liquid Media (Powerful Presentation Software)
Skype
Topaz Labs (Photoshop Plugin suite)
Translate Client
Volution (CMS)
Windows 7 (64-bit)
Windows Vista Premium & Ultimate (64-bit)
WinZip
Yahoo! SiteBuilder (CMS)
Yahoo! Site Solution (CMS)
Languages:
English Fluent
French Conversational