inverselogic®

enable your future

comprehensive corporate computing,

consulting, networking, data communications,

system security, and application development

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About inverselogic

"…I am quite satisfied with the overall performance of Inverselogic and would recommend them to any small to mid-sized entity. This is their sweet spot; understanding what is needed and providing the necessary services at a fair price."

Tim Boyle
VP Finance
Rubbercraft

Inverselogic provides comprehensive corporate computing, networking, data communications, system security, and application development products and services. We help clients define and deploy new Internet strategies and solutions for specific business functions such as process automation, human resources, electronic commerce, and operations.

Established in 1998 by Ara Aslanian and Jeff Alerta as a specialized network and Internet infrastructure development company, Inverselogic has since evolved into a leading provider of networking, connectivity, hardware integration, and e-business application development services to small and medium-sized businesses as well as state and local government.

Inverselogic's communications methodology is to assess client needs, and design and implement solutions leveraging existing infrastructure and web-based technologies to achieve specific business objectives.

Inverselogic is a strategic partner to a diverse range of clients. We help our clients transform the way they do business by leveraging the opportunities offered by the Internet and the ongoing technological revolution.

Our alliances with **leading technology companies** such as Microsoft, IBM, Dell, Oracle, Cisco, and Redhat enable us to deliver unprecedented levels of technical expertise - providing state-of-the-art solutions that keep our clients up-to-date with technological changes, and stay ahead of their competition.

Our five **core values** lay the foundation for a successful partnership for all your technology needs.

Vision Our goal is to assist our clients by providing total technology solutions to help them grow and increase efficiency in their day-to-day operations.

Innovation A solid foundation and active pursuit of knowledge allow Inverselogic to offer innovative and integrated solutions.

Leadership With a management team that has worked together since our inception, we understand both the technology and business aspects of our clients' needs - providing all-encompassing solutions with these factors in mind.

We Care Inverselogic's reputation rests on keeping our clients satisfied and providing the highest level of professional and personal customer service; we treat each of our clients' work environments like our own business.

Dedication to Excellence We pride ourselves in building long-lasting relationships with each of our clients, resulting in high levels of customer satisfaction and retention.

inverselogic's Core Markets

Inverselogic specializes in supporting small to medium-sized businesses and we are proud to be of service to many successful organizations. Our expertise ranges throughout various industries including:

- **Transportation**
- **Education**
- **Engineering**
- **Construction**
- **Health Care**
- **Manufacturing**
- **Food Processing & Distribution**
- **Retail**
- **Media & Entertainment**
- **Government & Non-Profits**

Since 1998, we have successfully completed hundreds of installations, helping our customers grow and stay ahead of the technology curve.

Areas of Expertise

Inverselogic provides a complete set of professional services in the areas of Information Technology consulting, project management, network installation and integration, hardware and software procurement, security audit, network support and maintenance, web application development and other specialties designed for each client's specific needs.

Systems Integration & Network Support

Our technical expertise combined with our extensive business background allows Inverselogic to transition your existing network to one that is expandable, stable, and secure, while reducing your total cost of ownership. Our services range from building small office networks to complex multi-server, multi-location environments which utilize the latest in virtualization and VPNs with secure dedicated data networks.

We understand and support multi-vendor and multi-platform environments. We offer expertise and services for integrating Microsoft, Linux, Apple and mobile computing systems. Our project implementations are enhanced with a comprehensive program including extensive customer training and support services.

"Inverselogic has proven repeatedly, with the Online Timesheet and Job Costing System being only the latest examples, that they have the highest regard for quality, punctuality and are highly flexible in their implementation of cutting-edge solutions to the complex business challenges faced by Cordoba Corporation."

Randall Martinez
Chief Operating Officer
Cordoba Corporation

Our Systems Integration and Networking services include:

- **System Integration**
- **Network Administration/Management**
- **Hardware & Software Procurement**
- **Mail Servers (MS Exchange or Google Apps)**
- **Network Analysis and Troubleshooting**
- **On-Site Training and Support**
- **Network Security**
- **High Speed Data and Voice**
- **Virtual Private Networks (VPN) and MPLS**
- **Mobile Computing Solutions**
- **Server Virtualization**
- **Network Operations/Hosting**
- **Strategic Consulting**
- **Backup & Disaster Recovery**
- **Design, Build and Relocation**

"Today, thanks to Inverselogic, Armenia Fund enjoys a state-of-the-art web-based database system. I certainly cannot forget to stress the importance of the return on investment that we have seen thanks to the great team at Inverselogic. I am confident that with our continued partnership we will embark on new technological frontiers."

Greg Boyrazian
Director of Development,
Armenia Fund Inc

Securing Networks and Systems

Security technology and practices are means, not ends, to security goals. Inverselogic takes a step-by-step approach to network security.

Security threats can come in many forms: hardware, software, human threats, internal threats, and natural disasters. Inverselogic's consultants will help you identify each case as they apply to your business and establish a security policy that addresses your concerns and minimizes your risks. After your specifically tailored system has been implemented, we will establish a security policy that will include the following:

- **Vulnerability Scanning**
- **System Auditing**
- **URL/Content Filtering**
- **Raid Configuration**
- **Backup and Data Redundancy**
- **Virus and Spyware Protection**
- **Firewall Implementation and Administration**
- **Disaster Recovery Policy and Architecture**
- **Off-Site Cloud Backup Solutions**
- **Identity and Access Management**

Managed Network Services

Inverselogic allows you to focus on your business without worrying about day-to-day network operations that grow your business. We accomplish this through proactive management, securing your Information Technology networks, and monitoring your systems and applications 24×7. Because of our investment in best-in-class tools, we apply the principles of remote management, automation, centralization, and monitoring to your environment and we are able to effectively and efficiently work as a catalyst for optimizing your business .

Our practice designs solutions using infrastructure services essential to the successful operation of your Network and Systems. These services include:

- **Proactive Network Management and Desktop Support**
- **Remote Monitoring and Management of Servers and Devices (24×7)**
- **Event Log Analysis, Cleanup, and Reporting**
- **Online and On-Site Backup for Data Integrity**

Business and Web Applications

Inverselogic's Business Applications Practice focuses on the automation of core internal and external business processes through the use of Internet technologies. Delivering business applications through Internet technologies can drastically increase productivity while helping an organization react quickly to changes in many business and operation environments.

Inverselogic can help you design and develop custom database applications and management instruments using SQL, MS Access, Oracle and other database tools.

Our business and web applications services include:

- **Web Design and Development**
- **E-Commerce**
- **Business Applications**
- **Database Design and Management**
- **Software Development**
- **Social Media**
- **Branding**

SMARTRULES™

When I completed the acquisition of a technology-based company, I found myself in need of competent third-party assistance across a wide range of platforms. My first two vendors proved disastrous. Then I found Inverselogic. They were immediately responsive, capable and easy to work with. I am now in my second year of working with them and my opinion only improves. On a professional level, they are impressive. On a personal level, they are even better. I consider Inverselogic a cornerstone of our team and I frequently refer them to other clients with great success.

Clint Sallee
President
SmartRules
(RPCD Holdings LLC)

Amazon Web Services

Inverselogic's partnership with Amazon allows us to provide many in-demand cloud services to clients.

Inverselogic can migrate existing infrastructures to Amazon Cloud without disrupting business operations. Bring the benefits of high reliability, decreased cost of ownership and peace of mind to your business by migrating your infrastructures to Amazon Cloud.

Clients may now host their servers on the Cloud, make use of Cloud-based data centers and private networks, and enjoy the convenience of remote location connectivity. Inverselogic can also replicate existing infrastructures on the Cloud for disaster recovery purposes. Minimize the possibility of availability loss with implementation of multi region virtual private clouds.

Increased storage services are also available, including unlimited off-site data storage on Amazon Cloud and unlimited off-site backup storage. Inverselogic can implement Amazon Storage Gateways to store existing data backup on the cloud or implement custom built backup solutions to interact with Amazon Storage services.

Client Success Stories

Rose Bowl Stadium

Inverselogic has partnered with Pinnacle to provide operations support to the Rose Bowl Stadium for game day and major event operations, including The Rose Bowl Game, BSC National Championship Game, UCLA Football and all other major events. Inverselogic also helped upgrading and installing new Cisco switch hardware to ensure redundant and secure network infrastructure.

- Installation of redundant Cisco switches
- Cisco PiX and ASA Firewalls and high availability configuration
- Multi Home IP and Internet Connection load balancing
- Secure and guest Wireless network deployment
- Network Monitoring
- Bandwidth traffic shaping
- Game day operations and network monitoring
- Provide support to multitude of vendors inside the stadium

Client Success Stories

La Cañada Unified School District

La Cañada Unified School District is a high achieving K-12 district. It consists of three elementary schools, a 7-12 high school, and a small school for high school students with special needs. The district implemented a One-to-One Computing initiative which aims to improve instruction, administrative tasks, student productivity, and curriculum-targeted practice and assessment through enhanced technology proficiency. Inverselogic restructured the district network; a key component for future success of district-wide One-to-One computing.

- Upgraded and Configured Network Servers and NAS
- Full Migration from Novell E-Directory to Microsoft Active Directory
- Full Migration from Novell GroupWise to Microsoft Office 365
- Phasing out of Zenworks and Deployment of Microsoft System Center Configuration Manager 2012
- Microsoft System Endpoint Protection Implementation
- Implemented new IT Support Ticketing System
- Stabilization of Ruckus Network

The restructured network allows educators and students to take advantage of new and emerging technology. Students, instructors, and administrators now have access to their documents and cloud-based software from anywhere with Internet connectivity. The new systems introduced by Inverselogic offer improved network security while reducing the district's carbon footprint.

Client Success Stories

Broadway Video

Broadway Video is the famed production house founded by Lorne Michaels responsible for creating iconic shows such as Saturday Night Live, and the Tonight Show among many others. When they decided to open their first West Coast location, they called Inverselogic to help them with setup of their office and management of their west coast technical needs.

- Management of the Infrastructure data cabling
- Selecting and ordering Voice and Data Fiber services
- Deployment of Cisco Enterprise VOIP solution
- Installing Cisco Firewall and secure VPN connections
- Configuration of L2 and L3 infrastructure and wireless network access
- Configuration of high availability for Internet links
- Backup and Disaster recovery
- Managing day to day IT needs and help desk

Client Success Stories

Rubbercraft

Rubbercraft Corp. specializes in the development, manufacturing, and testing of custom elastomeric and rubber parts. Their manufacturing and production processes are ISO-9001/ AS9100 certified, serving customers such as Boeing, Delta Airlines, Disney, General Electric, Lockheed Martin, Motorola, Texas Instruments, and the United States Army, Navy, and Air Force.

- Client since 2006
- Full On-Site and Off-Site IT Services
- MS Windows Terminal Server Implementation
- Implemented VMware Virtualization project
- Consolidated Data to an Enterprise SAN, Reducing Hardware Footprint
- Datacenter Design, Management, and Hosting
- Disaster Recovery Planning including Cloud Infrastructure
- Design, Build, and Project Management for new 200,000 Sqf. Facility
- IT Planning and Resource Forecasting
- VoIP Phone System

"In 2011, we endeavored to relocate to a newly built facility in Long Beach. I hired Inverselogic as the project manager for a variety of projects including design and specifications of our IT room and RFQ preparation, screening, and supervision of all phone/data/cabling installation in the new facility.

This also included access control, automated data collection and closed circuit cameras both inside and outside the facility, as well as physically relocating and setting up all IT hardware here in Long Beach.

They did a very good job dealing with a variety of unforeseen issues in the building process, putting in the necessary time in advance and planning to ensure the success of these projects."

Tim Boyle
Vice President of Finance
Rubbercraft

Client Success Stories

Cordoba Corporation

Cordoba Corp. is a civil engineering, construction management, program management, and planning firm with expertise in education, transportation, and water. Past and ongoing projects include work for the California High Speed Train Project, the Community College Districts of Long Beach and Los Angeles, the LAUSD Accelerated Building Construction Program, the Space Shuttle Endeavor Transport Project, and the Valley Center Water District.

Cordoba Corporation first hired Inverselogic for a server recovery. Since then, Inverselogic has provided Cordoba a variety of services to enhance operations, and has collaborated with Cordoba on numerous projects to meet their changing needs as a growing company. Some of Inverselogic's solutions for daily operations include network administration, multi-office secure connectivity, development and management of their website, and desktop support for their offices across California.

- Client Since 1999
- Full On-Site and Off-Site IT Services
- IT Management of multiple offices throughout California
- Google Apps Migration
- MPLS Network Implementation
- Datacenter Hosting
- IT Planning and Resource Forecasting
- Custom Database Development and Management
- Website Design, Development, and Management
- Hardware and Software Procurement
- VoIP Phone System

Inverselogic developed the *Cordoba Time Sheets Application* and the *Cordoba Job Costing and Project Management Application*. *Cordoba Time Sheets* is a Google Apps based custom-programmed web application where all Cordoba employees can access and submit their time sheets. The *Cordoba Job Costing and Project Management Application* automates data entry and report generation using information from Cordoba's time sheets and accounting software. The application creates financial reports used to analyze and assess profitability of projects, billable hours, employee performance, and much more.

"I was given a restaurant recommendation to Elevate Lounge in Downtown LA and went to visit their website. Wow. I had to write and tell you what an impressive site it was. The graphics, content and music truly conveyed the atmosphere and vibe of the location. This seldom happens, in my experience.

…Thank you & compliments again on a gorgeous site."

Pamela Corante-Hansen,
ABC, Letra Nova Communications

Client Success Stories

SmartRules

SmartRules creates litigation documents, compiling relevant and useful data on state and federal rules, requirements, and filing procedures into useful and manageable guides. Law firms and solo practitioners subscribe to access their site for more complete, accurate, and efficient compliance with state and federal legal procedures and filings. Clients include Baker Botts, Bingham McCutchen, DLA Piper, Kirkland & Ellis, and Paul Hastings.

- Client since 2012
- Day-to-Day Management of Website and Database Environments
- Management and Implementation of VMware Virtualized Servers
- Implementation of SAN (Storage Area Network)
- Datacenter Management
- Disaster Recovery Planning
- Application Development

SmartRules needed a solution for managing their enterprise-level virtualized clustered environment, consisting of multiple host servers and storage SAN devices. The environment itself has more than 20 virtual servers responsible for a vast number of processing tasks including file storage, file processing and analyzing, multi-platform database services, terminal services, multi-platform web services, WSAPI and SOAP based services, VPN services and more.

Most of these virtual servers are involved in running different modules of a versatile custom-built document processing software which provides access to legal content and documents for law firms and solo practitioners all over the world through enterprise portals and retail end-user websites. Inverselogic has helped to maintain the environment at its ideal performance levels, provided support to users, resolved outstanding issues, and performed requested development and infrastructure upgrades.

Southwind Foods Co.

"The installation of the new Data Circuit Line has made a major impact on productivity. The integration of our new data room and IBM servers has gone forward in a timely and smooth manner. It has been a pleasure working with Ara and Jeff during the past ten years."

Don Sutherland, CFO
Southwind Foods, LLC

Client Success Stories

Southwind Foods

Southwind Foods is a Los Angeles based supplier of fresh and frozen seafood. Southwind Foods is a national distributor of over 40 different food products. Southwind Foods was rated the #1 selling brand of seafood product lines by Nielson in 2008 and sells over $240 million in products annually.

- Client Since 2004
- Day-to-Day Network and IT Support
- MPLS Implementation
- Server Installation and Management
- Consulting and Resource Planning
- Website Design and Development

Inverselogic has helped Southwind Foods implement a Multiprotocol Label Switching (MPLS) network linking their offices in Los Angeles, California; Tempe, Arizona; and Salt Lake City, Utah. The MPLS network allows all branches to use Terminal Servers to access a central Macola ERP in Los Angeles. All Southwind Foods branches now access a central Microsoft Exchange 2010 server located at Inverselogic's server hosting facility in downtown Los Angeles. All Southwind Foods branch office networks and servers are managed by Inverselogic.

"Inverselogic has offered the highest technological solutions coupled with commitment of its executives and technical staff to provide highly efficient solutions to our corporate needs. This unique approach has made them an integral part of our operations. I highly recommend Inverselogic and trust that you will benefit from their services."

George Pla
President and CEO
Cordoba Corporation

Fischer & Wieser

Fischer & Wieser is known for their award-winning gourmet sauces, salsas, jams, jellies, appetizers, pasta sauces, and other products. Their specialty foods can be found in thousands of supermarket chains and boutique stores across the United States.

- Client since 2012
- E-Commerce Website Development
- Increased site sales revenue by over 60% in first six months
- Website Hosting and Management

The new online store is professional, easy to navigate, and delivers countless benefits to Fischer & Wieser and their customers. Fischer & Wieser products can be viewed via catalog browsing with features like product reviews, sortable pages, multiple images per product with zoom-in capability, and suggested related products. A recipe database was also curated and is available on their site as a helpful resource for customers. Purchases are secure, fast, and convenient with real-time shipping calculation. Now Fischer & Wieser can run sales, generate coupon codes, apply discounts, and implement many other promotional marketing tactics that drive sales.

Client Success Stories

Armenia Fund

Armenia Fund is a non-profit organization established to provide humanitarian and infrastructure development aid to newly-independent Republics of Armenia. Over the last fifteen years Armenia Fund and its partners have raised over $150 million to build highways, schools, community centers, electric substations, gas mains, electric transmission lines, water pipelines and other various projects.

- Client Since 2005
- Implementation of Secure Donor Database
- Enabled real-time Credit Card Processing and Reporting
- Management and IT Operations of annual Armenia Fund Telethon since 2006
- Architecture Design and Planning

Inverselogic built and maintains the *Armenia Fund Telethon and Phone-athon Donation Application* used during the Armenia Fund Telethon each Thanksgiving. The custom-built application allows Armenia Fund volunteers to quickly access and update donor information for faster donation processing through a form generated using data found in Armenia Fund's database. The updated information is then imported into the *Armenia Fund Edge Application*, enabling Armenia Fund ease of access to this data and any donor updates for the future. Inverselogic also provides computers and support for the Armenia Fund Telethon itself.

Management Team

Ara Aslanian

Co-Founder / President

Mr. Aslanian attains an in-depth understanding of technology and e-Business strategies, Internet trends, consumer practices, revenue models, and high-speed networks and systems security. Furthermore, he possesses strong project management and leadership skills.

His experience in technology solution development has successfully led multidisciplinary teams to craft and deliver innovative technology solutions for both private corporations and government agencies. His distinctive style of a team-oriented approach and utilization of detailed project methodologies has earned the trust and respect of clients, professional colleagues, and employees.

In addition to his day-to-day management of Inverselogic, Mr. Aslanian has served as President of the Technology Review and Advisory Committee for the La Cañada Unified School District, and was fundamental in updating the district's technology department. He is currently serving as a member of the committee.

He also served as Chairman of the Board of Directors at the Community Center of La Cañada Flintridge from 2011 to 2016. During his tenure the Community Center made major progress in developing new programs, increasing its fund raising goals, and become a profitable and sustainable center for all to enjoy.

Mr. Aslanian previously served on the Board of Directors for Business Information Systems, Inc. a mobile technology solutions company based in Los Angeles, CA.

Mr. Aslanian was also the regional Scout Master for Homenetmen Western Region's scouting division in charge of 14 western U.S.chapters with over 2000 scouting members. Homenetmen is affiliated with the Boy Scouts of America. Mr. Aslanian earned his Wood Badge Leadership Award in 1992.

tierzero
we speak business

"I have had the pleasure of working with Ara both as a customer and as a partner on several projects. In all of those instances it has been a positive experience. Ara has a very good technical understanding and the ability to communicate well with people, which has served him well as a partner with our organization. I also want to add that at all times Ara has acted with the utmost professionalism and integrity in all of our dealings. I highly recommend him to anyone who is looking for someone to assist with their IT needs."

Mike Gach
Director of Sales
Tierzero

Management Team

Jeff G. Alerta

Co-Founder / Director of Technical Operations

Jeff Alerta; Co-Founder and Director of Technical Operations for Inverselogic has over 30 years of experience in Information Technology and Computer Science. Having been involved in Technology Integration and Systems Administration for years, Mr. Alerta has expertise in application development and network architecture and security.

Since the founding of Inverselogic in 1998, Mr. Alerta has influenced the technological direction the company has taken with regards to providing economical, scalable and efficient Information Technology solutions to Inverselogic's business partners and clients.

He is a proponent of cutting-edge application implementation in an effort to give business partners and clients the technological advantage necessary to compete and dominate in their industry of choice. Always willing to investigate new technologies, Mr. Alerta has been very active in the implementation of Web 2.0 and distributed data applications.

Knowledgeable in both Open Source and Commercial software technology, Mr. Alerta is a firm believer in using the right tool for the right job. Mr. Alerta believes that remaining Platform and Application independent truly allows him to recommend and implement the best IT solution for any business problem.

RUBBERCRAFT

"The team at Inverselogic has always handled our account with an expedient and professional manner. Any time, night or day, they have been available. Ara and his team continue to provide me quality support and a comfort level that our IT structure is in good hands."

Tim Boyle
Vice President Finance
Rubbercraft

Alan Baghoumian

Senior Application Developer and Systems Architect

As the Senior Application Developer, Mr. Baghoumian is responsible for architecting and developing custom applications as well as servers. Alan Baghoumian joined the Inverselogic team of highly qualified professionals in September of 2008. Mr. Baghoumian is a GNU/Linux specialist and software developer, as well as a published author. Some of his most recent works include "Using Red Hat Linux 9", "Setting up and Running GNU/Linux Servers", and an e-book, *A Practical Guide to Parsix GNU/Linux*. One of his many areas of expertise is developing custom PHP/LAMP-based web application projects and content management systems, with extensive experience in Unix/Linux server and system architecture.

Management Team

Arman Soultanian
Senior Systems Administrator

Arman Soultanian is a graduate of California State Polytechnic University, Pomona's Computer Information Systems' Telecommunications track. The rigorous and well-balanced curriculum, combined with his private consulting practice and employment at one of LAUSD's most technically advanced schools as a Systems' Administrator, give Mr. Soultanian a combined experience of nine years in network, desktop, and server implementation, maintenance and support.

The importance of security and risk management in today's business environment led Mr. Soultanian to specialize in threat removal and data recovery. Mr. Soultanian is also an avid supporter of Open Source software which allows him to deliver the best possible results at minimal cost.

Paul Coogan
Senior Project Manager / Technical Architect

Paul Coogan contributes to the team numerous years of technical project management experience within Fortune 500 companies successfully architecting business solutions in both application development and infrastructure design. He has managed large-scale projects involving multiple data centers containing hundreds of servers, multiple concurrent projects with differing lines of business, as well as time-critical application development projects.

Areas of responsibility have included project and human resources management, business systems analysis, requirements definition, design, development, implementation, operation, customization and support for mission-critical systems. PMI certified, Paul is focused on improving project management by developing scalable methodologies appropriate for any organization.

"After a thorough research and understanding of our critical needs, the Inverselogic team developed a modern database that not only meets our needs, but is easily compatible with many other software used by our management. Most importantly, I am impressed with the continued services that the company renders for our database import and export needs. This process requires time and detailed attention, since the data is very critical to the financial health of our organization."

Greg Boyrazian
Operating Director of Development
Armenia Fund Incorporated

Management Team

Arin Sarkisian
Senior Network Engineer

Arin Sarkisian has over seventeen years of experience in the IT industry. Mr. Sarkisian is equipped with a broad understanding of businesses' technology needs after having mastered the roles and responsibilities of Systems Administrator, Network Administrator, Network Engineer, Consultant, and Independent Technology Expert. His dedication to staying on the cutting edge of the rapidly evolving IT industry has turned him into a focused technologist with an appreciation for innovation. Mr. Sarkisian actively seeks to expand his knowledge in the field so that all projects entrusted to him are executed to the highest standards. His areas of expertise include Windows server 2000/2003/2008/2012, Active Directory, GPO, Microsoft Exchange, Virtualization, VMware ESX/ESXi, SANs, Storage, NFS, iSCSI, Networking, and Firewall.

Professional Certifications: MCSA, MCITP, MCTS, MCP

Edward Mirzaian
Network Engineer

Edward Mirzaian has six years of hands on experience as a network engineer. Mr. Mirzaian provides extensive help with network, desktop, and server implementation, as well as maintenance and support. He is constantly learning new technologies to remain up to date and to be able to utilize his IT expertise with the highest level of efficiency and skill.

Edward is a CISCO specialist and is certified by The US National Security Agency (NSA) and the Committee on National Security Systems (CNSS) as a network security professional who can assist federal and private sector entities to protect critical information infrastructures and networks. He is able to identify system vulnerabilities, investigate and document system security technologies and policies, and analyze and evaluate system security technologies.

Professional Certifications: CCNP, CCNA

Management Team

Armik Baghdasarian
Senior Database Administrator

Armik Baghdasarian is a graduate of University of California, Los Angeles, with a degree in Computer Science. With over 25 years of experience in the IT industry implementing and deploying enterprise-wide and mission-critical projects, Armik is a technically sophisticated professional with extensive business management experience and a proven track record of strong leadership. He is focused on achieving bottom-line results while formulating and implementing advanced technology and business solutions to meet a diversity of needs. With an excellent record of delivering simultaneous large-scale, mission-critical projects on time and under budget, Armik possesses a team-based management style with excellent interpersonal communication skills.

Arthur Rumaya
Art Director

With almost 30 years of experience in creating and developing high impact, results oriented visual communication solutions, Arthur Rumaya uses his expertise, industry knowledge, and extensive design experience to build award-winning brands, identities, websites, and more. With experience spanning numerous industries, Arthur's work has supported Fortune 500 companies to start-ups in technology, recreation, CPG, entertainment, services, restaurants, and more.

Arthur's dynamic yet detail-oriented personality ensures the client's success and connection with the final design. He works with the client to understand the depth of the company's history and vision to artfully capture it in powerful brand elements and innovative design to effectively reach, connect with, and motivate the target audiences. It is more than aesthetics, it's about strategic design and effective visual communications that will create tangible results.

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