

ALEX J. BALIAN, MBA

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EXPERIENCE:

Experience in operating various retail establishments. Testified as an expert witness in all areas of retail store operations involving supermarkets, restaurants, warehouse facilities, home improvement stores and specialty stores for more than fifteen years. Qualified in courts to testify in areas of personal injury involving food service operation, merchandising, display, and safety procedures, training procedures, ADA compliance, and risk management issues. Qualified in Superior, Municipal, and Federal Courts in and out of the state of California.

EDUCATION:

Masters of Business Administration, 1978
Pepperdine University Malibu, CA.

Bachelor's of Science, 1965
Business Administration, Marketing
University of California, Los Angeles

Member, California Grocers Association

BACKGROUND HISTORY:

September, 1988 to Present:
CONSULTANT IN RETAIL STORE OPERATIONS:
Advise, train, and execute policies and procedures in Supermarket and other retail stores. Guide clients in the day to day procedure in retail including, but not limited to, developing training manuals safety procedures and policies such that the establishment can perpetuate itself in these tasks. Advise attorneys in all matters pertaining to retail oriented cases.

November, 1986 to September 1988:
STORE DIRECTOR: Irvine Ranch Farmers Market
Responsible for total market operations with profit and loss responsibilities.

June 1965 to September 1986:
SUPERMARKET OWNER/OPERATOR:
Owned and operated chain of supermarkets for more than 25 years. Responsibilities included developing policies, safety procedures, securing financing, labor negotiations, overseeing internal operations, and risk management and loss control.