



# PORTFOLIO – LIONEL GREENBERG

## OVERVIEW

I am visionary leader with a passion for technology, seasoned IT entrepreneur and market influencer with over 20 years of business and legal experience building innovative solutions to drive the growth and success.

In the IT sector I have founded and managed five business. Starting out in the world of mainframes, personal computers, LANS the market has done a three sixty. Simply explained the world has adopted a resuscitated and beautified 'distributed mainframe network technology' where we all have become heavily invested in the internet.

As seasoned IT entrepreneur with a diverse range of skills and experience this includes extensive knowledge and expertise in product development business strategy, team leadership, project management, customer retention, experience in cloud solutions, risk and GDPR compliance. My early business successes led my business to partner with large corporate clients such as Apple, ICL Computers, Microsoft, Quick Books and other leading brands. In all of my businesses, I have served in the role of innovator and business development manager, driving revenue growth and market share.

During my tenure as CEO of LogNow SmartCity, Cabooble and CourtWize, I took up the challenge to study a Bachelor of Laws (LLB) degree to broaden my horizons, knowledge and opportunities. I am extremely agile and identify and resolve business pain points working with professionals to create innovative bespoke solutions. I am a self-taught IT professional, mastered various applications, operating systems, and network solutions. In my current project LogNow SmartCity, I have overseen the delivery of a quality solution used by thousands of satisfied users.

2019 - [LOGNOW.CO.ZA](http://LOGNOW.CO.ZA)

**Objective:**

As a visionary leader with a passion for technology, I sought to leverage my experience in building innovative solutions to drive the growth and success of LogNow SmartCity. With my extensive background in product development and business strategy, I aim to provide leadership that will position LogNow SmartCity as the leading platform for citizens to engage with their local government and improve service delivery.

**Education:**

- Bachelor of Laws (LLB) from University of South Africa (Finalising 2023)
- Self taught IT Knowledge and Experience
  - Windows, MS Office, Teams, Zoom, WebEx, Fresh Desk CRM, Slack, Corel Draw, Adobe Acrobat DC, Jira and many more.

**Skills:**

- Product development
- Business strategy
- Team leadership
- Project management
- Customer engagement
- Marketing and branding

**Experience:**

CEO, LogNow SmartCity | June 2018 - Present

- Lead the development and growth of LogNow SmartCity, a community-based portal that enables residents to log issues with the City of Johannesburg and improve service delivery.
- Drive product development and business strategy to expand LogNow's reach and impact, resulting in over 5000 registered users.
- Establish and maintain strong relationships with local government officials and community leaders to ensure the success of the platform.
- Oversee a team of developers, designers, and marketing specialists to deliver high-quality solutions to LogNow's customers.

- Defined product requirements and worked closely with development teams to ensure successful product launches.
- Conducted market research and analysed customer feedback to inform product roadmap decisions.

## Business Development Manager

LogNow SmartCity 2019 to present

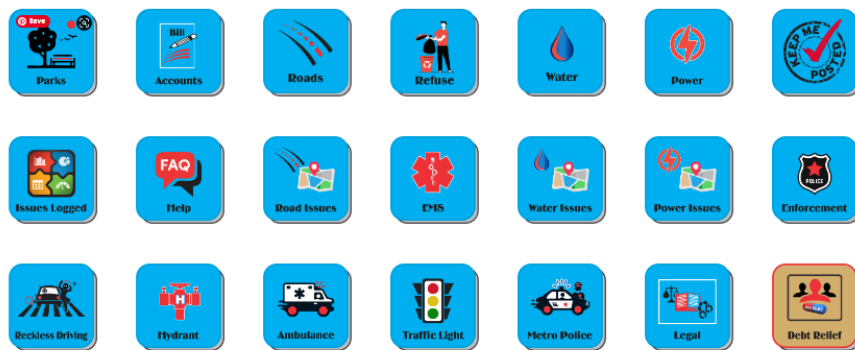
Cabooble.com 2016 to present

CourtWize.com 2010 to present

- Developed and executed strategies to drive revenue growth and increase market share.
- Established and maintained strong relationships with key customers and partners.
- Led cross-functional teams to deliver successful projects, resulting in increased customer satisfaction.

## References:

Available upon request.




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Read more - <https://www.lognow.co.za/kb/why-lognow-smartcity/>

**Objective:**

A highly motivated and accomplished professional with a proven track record in developing and managing high-level solutions for communication and document security. Seeking a CEO position with Cabooble.com to utilize my skills in project management, compliance, and communication to enhance the company's growth and success.

**Summary:**

I am an experienced executive with expertise in creating high-level solutions and managing projects from conception to completion. My experience includes preparing functional specifications for applications, project managing the development of cloud solutions, managing communication, testing, and ensuring GDPR compliance. Additionally, I have a deep understanding of the importance of secure communication and document handling, and I have a unique insight into the value of trust heuristics in building strong relationships within a community.

**Profile:**

I am a highly skilled and experienced CEO with a proven track record of developing high-level solutions and managing projects. I have extensive experience in cloud solutions and managing communication, testing, and GDPR compliance. My innovative ideas and expertise in functional specifications make me an asset to any organisation.

**Professional Experience:**

Created high-level solutions and prepared functional specifications for the application having acquired 6 years experience in the development of CourtWize

- Managed the development of the cloud solution, including testing and GDPR compliance.
- Managed communication with stakeholders, ensuring that their requirements were met.
- Developed and implemented trust heuristics, which is a unique feature of Cabooble.
- Ensured that Cabooble.com remained fully GDPR compliant.
- Developed and maintained relationships with colleagues, friends, family, and professionals.
- Managed the upload of various documents, including those uploaded by admitted attorneys and notary public.
- Ensured that Cabooble.com remained confidential and secure, with a 'Fort Knox' cloud repository accessible 24/7.

## Education:

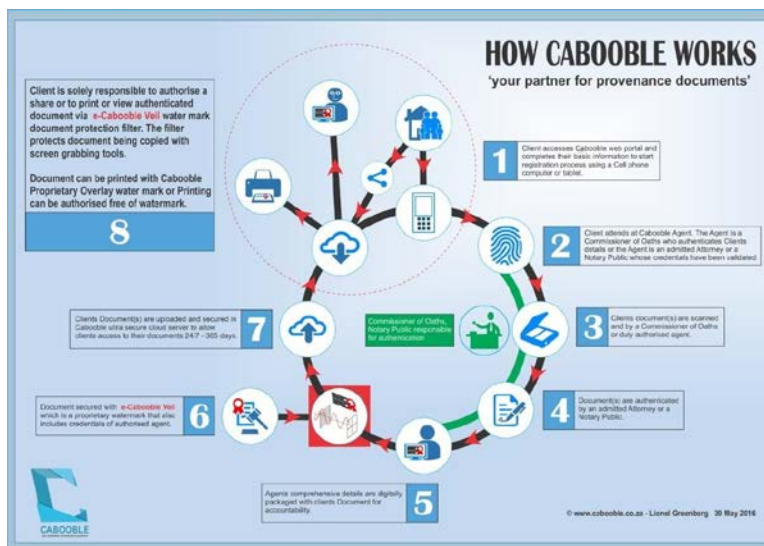
- Bachelor of Laws (LLB) from University of South Africa (Finalising 2023)
- Self taught IT Knowledge and Experience
  - Windows, MS Office, Teams, Zoom, WebEx, Fresh Desk CRM, Slack, Corel Draw, Adobe Acrobat DC, Jira and many more.

## Skills:

- Project management
- Innovative thinking
- Excellent communication skills
- GDPR compliance
- Cloud solutions
- Trust heuristics

## References:

Available upon request.



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<https://www.linkedin.com/company/26245757/admin/>

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### **Professional Summary:**

Being the CEO of CourtWize I have acquired extensive experience in managing cloud-based legal practice management solution. Skilled in innovating, managing, and executing projects, ensuring my knowledge of law I assisted the development team to ensure the portal followed process and was GDPR compliant. I have always be passionate about delivering innovative solutions that enhance productivity and streamline workflows. The portal was committed to delivering high-quality services to meet our clients demanding needs.

### **Professional Experience:**

- Innovated and prepared functional specifications for CourtWize, a cloud-based legal practice management solution
- Project managed the development of CourtWize, including communication, testing, and ensuring GDPR compliance
- Led CourtWize to become a proven, robust, secure, and high-performance system exclusively for lawyers
- Managed cost management tools, trust fund accounts, and assisted in the management of cash flow and client accounts
- Implemented collaborative functionality that allows lawyers, opponents, and litigants to seamlessly collaborate online
- Streamlined case management, eliminating the need for standing in queues and lost files or documents
- Increased productivity and minimized redundancy by providing an interface that allows dispersed team members to share common documents
- Helped legal firms operate their practice during the COVID-19 lockdown by providing a secure cloud-based solution

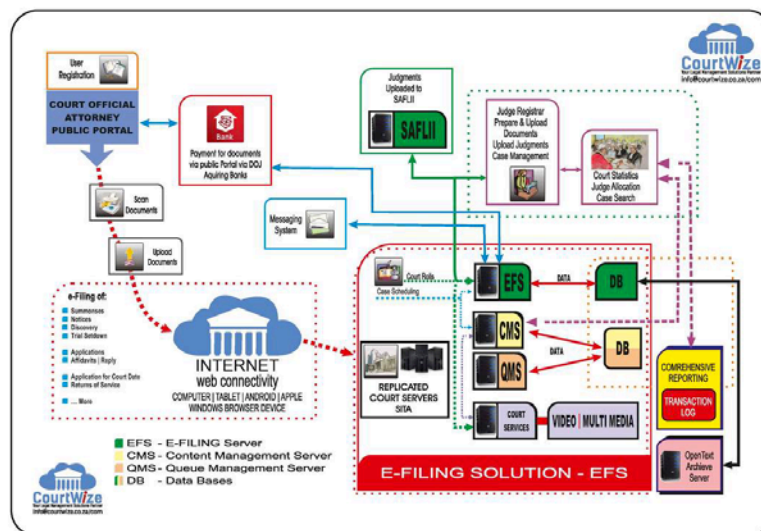
### **Education:**

- Bachelor of Laws (LLB) from University of South Africa (Finalising 2023)
- Self taught IT Knowledge and Experience
- Windows, MS Office, Teams, Zoom, WebEx, Fresh Desk CRM, Slack, Corel Draw, Adobe Acrobat DC, Jira and many more.

## Skills:

- Project management
- Client relationship management
- Innovation and problem-solving
- GDPR compliance
- IT resilience
- Cost management
- Document tracking
- Excellent clientele data integrity

References: Available upon request.



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<https://www.linkedin.com/company/courtwise-portal/>

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## 2002 - PARAMOUNT MAGNETICS | COPY IT

### Summary:

Technology has evolved and being highly motivated person and results-driven entrepreneur I established Paramount Magnetics / CopyIT to provide disc duplication and printing for the IT industry. As the type of media changed from floppy discs, to 3.5" discs I acquired in-depth knowledge of CD, DVD, and USB Flash Disk duplication, printing, and distribution. With my business knowledge being proficient in managing end-to-end operations that I acquired in my previous business, our business provide a one-stop shop convenience to our clients that included in-house design, production, and distribution.

### Professional Experience:

- Successfully established and managed a CD, DVD, and USB Flash Disk duplication and printing business.
- Led a team of professionals to achieve sales targets and provide top-quality services to clients.
- Implemented a cost-effective and efficient production process, resulting in a high-volume duplication of up to 3000 CDs per day.
- Introduced a range of new products, including USB Memory Sticks and high-definition DVDs, to cater to the growing market demands.
- Negotiated and established partnerships with corporate clients, including Apple (iTunes), Microsoft, and Quick Books, to provide software publishing services.
- Importer and distributor of CD/DVD duplication hardware from MF Digital NY, as well as discs, CD's, and DVDs.
- Designed artwork for clients using in-house DTP design.

### Education:

- Self acquired from secondary sources of information available on the internet. IT Knowledge and Experience
  - Windows, MS Office, Corel Draw, Adobe Acrobat and many more.

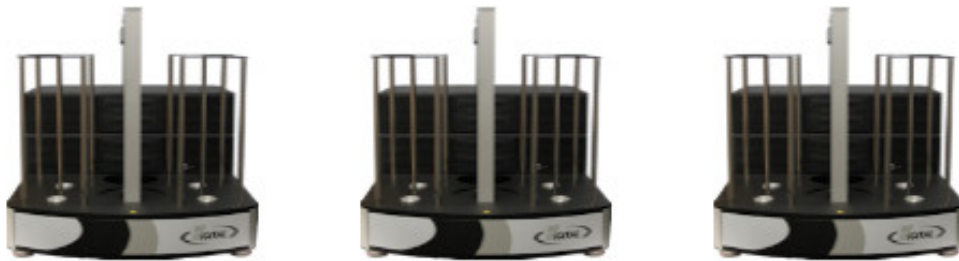


## Skills:

- Extensive knowledge of CD, DVD, and USB Flash Disk duplication and printing.
- Strong project management and leadership skills.
- Excellent communication and negotiation skills.
- In-depth understanding of software publishing and data recovery services.
- Proficient in in-house DTP design.
- Ability to manage end-to-end operations, from production to distribution.
- Experienced in importing and distributing CD/DVD duplication hardware and media.

## References:

Available on request



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<https://johannesburg.infoinfo.co.za/card/copy-it/395979>

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## **Summary:**

As a highly skilled and knowledgeable IT professional with extensive experience in computer hardware, peripherals, installation and configuration of LANS/WAN, my expertise ranges from Operating Systems to application/packed software and CRM solutions. With years of experience in the IT industry, I have managed to create and manage a vast dealer distribution network of about 1000 dealers nationwide and in also in neighbouring countries. In 1994 as profit margins dropped to about 20%, I diversified and established mail order arm to our business selling computers, peripherals, software and consumables directly to the end user.

## **Professional Summary:**

With over 35 years of experience in the computer industry, I have acquired extensive knowledge and expertise in the installation, commissioning, configuration, and support of computer hardware, peripherals, LAN/WAN, system backup solutions, and client remote support.

I have worked with a variety of operating systems, including Windows, IBM OS/2, PICK, Unix, and Novell, and have experience in managing production lines, dealer distribution channels, and knowledge importing and exporting computer hardware.

## **Responsibilities:**

- Oversee and manage daily operations of the company
- Provide expert guidance and advice to the team regarding computer hardware, peripherals, installation and configuration of LANS/WAN
- Develop and implement company strategies to improve efficiency and productivity
- Conduct performance evaluations of employees and provide feedback
- Manage finances and budgeting for the company
- Develop and maintain relationships with clients and partners



## Achievements:

- Created and managed a vast dealer distribution network of about 1000 dealers nationwide and in adjacent countries
- Increased company's annual turnover from R32,000 to R1,800,000 over 8 years
- Successfully imported and distributed backup solutions from Emerald Systems Corporation and WANGTEK INC (Rexon Inc)
- Developed and managed the production line of Sherry Computers
- Importer of Computer hardware from Japan & Taiwan

## Skills:

- Expertise in installation and commissioning of servers, configuring user workstations, and creating user policy rights.
- Proficient in Operating Systems, application/packed software and CRM solutions
- Experience in installing and configuring Unix file servers with terminals or computers with Terminal emulators else using Monolithic Systems Inc terminal card attached to VT200 terminals.
- Knowledgeable in installing Novell file servers and LANS, installing network cable and configuring ARC Net / Ethernet adapters.
- Skilled in Mainframe Technology connectivity using Diginet / VPN IBM 3270/8
- Experience in using RAID 5 servers and Windows for Workgroups workstations
- Excellent management and leadership skills.