



Jeff Stansfield, Advantage Video Systems

BIOGRAPHY

I was born In Sussex England in 1965 and lived there until I was 5. My family moved to the United States and we lived first in Manhattan and then moved to Southern California where I have lived ever since.

At a young age I embraced computers and electronics. I also had a love of movies and would save my money to spend the day at the theaters watching the new releases.

My first job was at 8 years old working at the legendary Ambassador Hotel at the pool side cafe. I was paid with a membership to the club and also earned tips. I was also trained by the hotels head chefs learning many culinary skills.

I have also worked for the Hilton Hotels as a assistant manager/chef of Lou's restaurant on the weekends, managing and cooking at "Lou's To Go", a small lunch place in an office building and then worked as the head chef at Hippies restaurant. I learned that I loved cooking.

As a young man, I spent part of my summers traveling to other countries and spending time with my grandmother in Baltimore, Maryland & New York. I learned different cooking styles such as French, Indian, Russian, Italian and Asian and also traditional Jewish cooking from my grandmother.

I studied business, art and history at Pierce College in the San Fernando Valley and at UCLA, spending summers traveling abroad to countries all over the world. While in college, I worked for some of the leading Apple/PC resellers in Southern California. Over the years I worked as a sales executive, tech support and store manager.

When working at a store in Santa Monica the resellers decided to create a niche by investing in a new system called Media 100. I learned editing, motion graphics and other post production workflows through my work experience. I was inspired by my work selling and configuring video post production systems.

My joy of cooking continued to grow and I started preparing lunch for co-workers and clients. I was cooking for people which made them happy. Eventually, the word was out on my cooking skills and a lot of clients started asking me to cook for their events. When clients ordered computer systems, I would cook them a lunch. Eventually in 2000 I started a small catering business called Advantage Catering which is still active today.

I have experience working for a number of companies, including -The Computer Store, Personal Support, Intelligent Media, Unitek and Creative Media Partners. I was one of Apple's First Certified Final Cut Experts and I became an Apple Product professional which I have held current to this day. In fact, in the last 18 years. I have been in the top ten product professionals in the world and have been the number 1 product professional five times. I have been interviewed by JD Powers and other sales training organizations on what makes a good sales executive.

When working for Intelligent Media, Unitek and Creative Media Partners I focused on production and started shooting and learned lighting techniques. Eventually I taught classes in Cinematography and Lighting. After I left Creative Media Partners I decided to stat my own business to give the kind of service I really wanted to provide. Today I am an outstanding member of the Apple Consultants Network, and the owner and lead engineer of Advantage Video Systems. Advantage Video Systems was started in September of 2003 and we specialize in the pro video market.

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