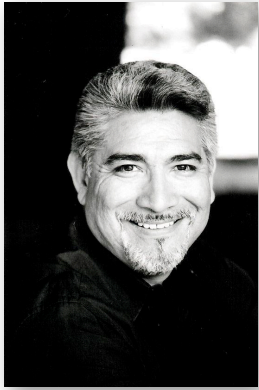


Full Bio for Jim Herrera



Jim is the Director of Marketing for MLSListings Inc. In this role, Jim identifies and maintains an understanding of the market segments that comprise MLSListings' stakeholders. Based on this knowledge, and by defining the market's needs, Jim is responsible for designing and developing MLSListings' strategic partnerships, marketing initiatives and social network programs.

With over twenty-five years of comprehensive management experience, Jim is a renaissance executive. He has held senior positions in every functional business department – marketing, software development, sales, finance and administration, operations, and distribution - and thoroughly understands all the components of a successful business.

Jim has been a senior manager or executive with some of the most progressive companies in the world - Apple Inc. and Creative Labs, Inc. and Arbitron. But Jim is an entrepreneur at heart. He has started several companies, from concept through closing and has participated in several acquisitions.

Jim's business passion is to develop teams, provide leadership guidance and to assist small businesses realize their full potential.

Jim and his wife Kim also own Insight Home Services, a property inspection business serving Santa Clara, San Mateo and Alameda counties.