



Business Survival Solutions

About Us

Corporate Profile

Elliot Consulting Services was formed with the goal of providing clients with affordable, customized business survival solutions, along with marketing, operations and sales support, which deliver bottom-line results and measurable productivity improvements.

Leadership Team



Steve Elliot – President

With thirty plus years as a highly successful national account manager, corporate trainer, and senior sales executive from the communications and high-tech industries, Steve Elliot founded Elliot Consulting Services in 2003 to provide business survival solutions for his clients. Steve's broad professional experience includes sales, marketing, business development, operations, project management, business continuity planning and emergency preparedness with companies like AT&T, Control Data, Westinghouse, and ABC/Capitol Cities.

During his tenure at AT&T, Mr. Elliot's responsibilities included the management of large global enterprise accounts. He focused on performing detailed assessments of the technological and communications needs of his clients, and then proposing solutions to help them operate more efficiently and effectively. Steve credits his success throughout his time at AT&T with his ability to open lines of communication throughout all levels of an organization. That talent allowed him to identify business growth areas with his clients, and then guide them to enhancing their business practices through the consistent utilization of their core competencies.

Steve was involved with the development of disaster preparedness plans for several of his former clients including Precision Response Corporation, Sports Authority, Home Shopping Network, Ticketmaster, Expedia, Hotels.com, and Racal-Datacom, to name a few.

He participated in the International Code Council's Hurricane Symposium held February 11-13, 2005 in Tampa which focused on the lessons learned from the 2004 hurricane season. As a result of the information reviewed at this symposium, the ICC proposed sweeping changes to building construction codes.

Mr. Elliot also took part in the 2005 Florida Governor's Hurricane Conference held May 9-13, 2005 which reviewed the challenges of emergency preparedness planning and response to Florida's 2004 hurricane season.

Prior to entering the telecommunications industry, Mr. Elliot was involved in pioneering work in network computing, during which he applied his sales and large-scale event marketing skills to several emergent business technologies, such as frame relay, Token Ring and Ethernet.

The first stage of Mr. Elliot's career was in the radio broadcasting industry, holding key positions at firms such as Westinghouse Broadcasting (Group W), ABC/Capitol Cities, and Arbitron Ratings (Control Data Corporation). Over this time, Steve's responsibilities progressed from on-air talent, to programming and marketing, and then to positions in sales management and as an expert industry consultant.

Steve holds a Bachelor's degree in Radio-TV Broadcasting from the University of Maryland, College Park, and a Master's degree in Broadcast Business Management from the University of Maryland, College Park. Steve is a member of the Association of Contingency Planners, the Project Management Institute, and the Independent Consultants Association.



Michael Malizola – Senior Consultant

With a deep understanding of what it takes for small- to medium-size companies to survive, Michael Malizola is one of the original members of the Elliot consultant team. Michael's impressive career includes six high-tech start-ups (from Silicon Valley to the Boston/Cambridge/Rt 128 hub), several successful corporate turnarounds (both public and private companies), and strategic positions at Yamaha, Bose, Electronic Arts and Xerox.

As part of the broad knowledge base that ECS brings to bear to help its clients achieve both survival and stability, Mr. Malizola lends his expertise in strategic marketing, product management, marketing communications, public relations and advertising, as well as project management, information technology and continuity plan documentation production.

Further, Michael's responsibilities as a founding executive staff member at his multiple startups included high-level strategic, product and business plan development, plus capital acquisition—seed-round, initial stage, and turnaround—through both angel and venture-capital investors.



To help our clients in the areas of sales and marketing, Mr. Malizola excels in bringing both new products and technologies to market, applying his 20-plus-years of experience in corporate identity, brand management, channel development, retail sales, direct mail/web marketing, database/email marketing, ecommerce, sales training, collateral design, packaging and retail merchandising. His broad media experience encompasses print, web, television and radio, plus trade show, seminar, and event marketing.

Michael's technological expertise spans software development, information technology, computer graphics, web design, electronics, hardware manufacturing, software simulations, audio/video/multimedia production, audio/video system design and e-learning.

Throughout his career, Michael had the opportunity to help bring to market products and services based on transformational technologies and concepts that originated with a noted industry experts. These included: John Chowning (Stanford University inventor of frequency modulation digital audio synthesis); Raymond Kurzweil (technologist, and pioneer of speech-to-text and text-to-speech conversion), William Laletin (holder of numerous patents in the areas of audio, battery electronics, and radar-based measurement technologies); Amar Bose (in conjunction with the Bose engineering staff); and Nolan Bushnell (founder of Atari Games, Chuck E. Cheese, and originator of the videogame industry).

Michael holds a Bachelor's degree in Electrical Engineering from the United States Air Force Academy (Colorado Springs, CO), and a Masters of Business Administration from Loyola Marymount University (Los Angeles, CA). He is member of the American Marketing Association, the Independent Consultants Association, and the Association of Contingency Planners.



George Arnau – Senior Consultant

Senior Consultant George Arnau, with over thirty years of experience in sales and sales management for high-tech products and services, heads Elliot Consulting Services' North Florida office in Jacksonville. Before joining ECS, Mr. Arnau built and managed two highly successful entrepreneurial companies that surpassed second-stage revenue and market cap levels — The ARCO Group, and Titan Business Systems.

The first, The ARCO Group, Inc., was originally founded in 1985. As Executive Vice-President, George oversaw both sales and customer relationships in the managed network services industry for voice and data connectivity. Arco did pioneering work in the area of LAN/WAN, voice/data, communications networks, and installation and support for midrange computer systems (IBM, DEC, Sun, etc.). They led the local peripherals industry in North Florida in the area of printing systems, barcode applications, and support for those systems through groundbreaking supply chain management efforts.

Mr. Arnau was also responsible for the operations of five remote offices and six service centers as part of the wide-ranging sales and service infrastructure that he helped build up for The ARCO Group. ARCO reached annual revenues in excess of \$3M, and in both 1993 and 1994, and was named one of the fifty fastest growing privately held companies in North Florida by the Jacksonville Business Journal.

Mr. Arnau's second start-up venture, Titan Business Services, specialized in unique IT-based automation solutions, which included the InstaBook Digital Bookstore. The InstaBook Digital Bookstore was a ground-breaking system in the area of "on-demand" book publishing. Titan also achieved notable success in the computer network installations for commercial markets (including legal and retail, e.g., the Beall's Department Store chain) and with the military (with LAN network and online technical training program development for the Navy).

Since leaving his managerial position at Titan, George founded Force 5 Marketing, whose mission is to help other small- to medium- size businesses in the Jacksonville area achieve success in the areas of marketing, sales management and technology solutions.

George began his career in sales and business development in the computer networking industry with a multinational Fortune 500 company.

A Jacksonville, Florida native, Mr. Arnau is a veteran of the United States Marine Corps, holds an Associates degree from Santa Fe Community College, and is actively involved in various fraternal and business networking organizations in North Florida.

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