



## **Meet Michael E. Parker**

He's been called a visionary and a motivator of change for the better. His unique ability to create new standards of excellence has transformed the way others have traditionally looked at business and life. When he speaks others stop and take note to listen to the voice of encouragement, passion and commitment. His charisma and desire to see the average person strive for and achieve greatness in every aspect of life emanates from within. In essence, his life is his message.

## **Personal Information**

- Born in 1975 in Oakland, California.
- Raised near Richmond, California's "Iron Triangle", a high crime area known as a "warzone" in neighboring cities.

## **Life: The School of Hard Knocks**

Michael grew up in a broken home in the heart of Richmond, California where he was impacted by the notorious Iron Triangle, witnessing violence, drug abuse, and poverty and even living in a shelter for battered women with his mother at a very young age. Fortunately, his godparents stepped into his life just in time and he was given the opportunity to think differently about his situation, which changed his emotions, which changed his actions and ultimately changed the direction his life was heading. He went on to graduate from college, start a career and is now an award-winning entrepreneur.

## **Education**

Master of Business Administration, Management Science, California State University, Hayward

Bachelor in Business Administration, Operations and Procurement, California State University, Hayward

## **Career: From Employee to Visionary**

Michael started working for Toyota as a materials management specialist, and was soon recognized for his leadership and dynamic speaking ability. Michael was handpicked by Akio Toyoda (now Toyota's President) to be trained by first generation lean experts in Japan. He continued his career at Toyota training and implementing lean methodologies throughout North America and Canada. He soon realized that the principles he was teaching could be applied to more than just the manufacturing industry. That's where the entrepreneur itch took hold and he left Toyota to start his own business.



## The Entrepreneur

Michael E. Parker is the CEO and Founder of Value-Centered Solutions, Inc., he is also the Chairman and Founder of Jovance Salon & Barbering and lifeskills411.

When Michael started out as an entrepreneur, he started with Stellar Enterprise which gave birth to over 10 businesses across four states and employed 200 employees, all under his direction and leadership. Michael successfully managed these businesses for years and received numerous awards and accolades. Michael's businesses were not immune to the effects of today's economic crisis. Many of his most lucrative companies were hit hard by the real estate and investment market downturn. He was forced to ask team members to take significant pay cuts, new job assignments and even layoffs in hopes of survival. Eventually, the toll on business was too significant and he was pushed to close several businesses and lost about 80% of his workforce.

Michael didn't let that stop him from moving forward with what was left of his businesses. He began to rebuild and reinvent himself to survive the crisis in the economy. With a team of fifty people, he began to strengthen his existing businesses and create new products and services to bring to market. In addition, Michael used his experience at Toyota and as an entrepreneur to develop his own management philosophy: Value-Centered Management. In 2008, Michael wrote and published a book about this management philosophy, titled *"Who Said So? The Questions Revolutionary Businesses Ask that Make Them Successful"*. Later another new product, InOutCash, an online personal financial management software, was launched at DEMO 2010, a popular technology conference focused on showcasing new products from both entrepreneurs and established companies.

Today, Michael continues to create solutions that improve the lives of people and assist businesses in reaching their optimal performance. He is also an instructor for Cal State Hayward, and is a highly sought after speaker and consultant providing services to Fortune 500 and 100 companies such as Genentech, Wells Fargo, Safeway, Chevron, Comcast, Kaiser, and many more.



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## His Companies



An online personal success community that empowers people to get the most out of themselves by providing an environment dedicated to success through self-empowerment in the areas of life, health, money, and business. Included in You Are a CEO is **CEO TV**, an online show hosted by Michael E. Parker where he discusses and interviews guests surrounding topics of self-empowerment.



### **Value-Centered Solutions, Inc.**

A technology company dedicated to utilizing value-centered methodologies to improve the lives of people and the performance of businesses around the world. They offer enterprise cloud solutions to empower businesses to receive education, tools, and coaching to run their company based on customer-focused principles that reduce cost, increase speed, foster collaboration and increase profits.



### **Jovance Salon & Barbering**

An upscale salon and barbering facility that has been nationally recognized and utilizes value-centered principles to provide exemplary service and speed to its clients. Jovance offers specialized services for clients with special hair needs, a barbering room and a wide variety of hair, skin and body products.



### **lifeskills 411**

A non-profit created to help youth develop skills that will better prepare them to build successful careers and be productive citizens in the community. Personal awareness, positive thinking, discipline, goal setting, and positive relationships are just a few of the topics covered throughout the program. Their goal is to create a positive crossroads in the lives of parents and youth to create a foundation for continuous success.



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## Television Appearances



## Awards

- 40 Under 40 Top Professionals in the East Bay, by the East Bay Business Times 2006
- Champion for our Youth, lifeskills 411 founder by Black Expo, 2008
- Wells Fargo Checkpoint Trailblazer, 2008
- Jovance Salon & Barbering wins Best Nail Salon, Best Hair Salon and Best Day Spa in Solano County, 2007
- Stellar Enterprise wins Business of the Year Award from Oakland African American Chamber of Commerce, 2007
- Stellar Enterprise wins Business of the Year from the Vallejo Chamber of Commerce, 2005