



..... LINKING PEOPLE MANAGEMENT WITH BUSINESS STRATEGY

AIM Strategies<sup>®</sup> maintains a core team of individuals who operate out of our headquarters office in downtown Brooklyn. Core team members are responsible for business operations, digital marketing, human resources administration and client support for all AIM projects. Core team includes our experienced designer, business manager, technical support expert and office administrator as well as selected graduate students, interns and trainees who conduct advanced research, develop client materials, write and publish our data, and assist with client support.



*Yael Zofi*

**Yael Zofi, CHIEF EXECUTIVE OFFICER**

Internationally known, New York City based virtual teams expert and author of [A Manager's Guide to Virtual Teams](#), Yael Zofi is a dynamic Thought Leader, Coach, Trainer & AIM Strategies<sup>®</sup> CEO. With 25+ years of experience, she works with leaders and teams on transformational initiatives that improve bottom line and enable stronger human connection in the workplace. Zofi is a sought after speaker on virtual teams and cross-cultural communications, has served as a Professor at New York University since 1995 teaching Virtual Teams & Global Communications as well as Global Executive Coaching. She published numerous business reports and white papers and authored 5 books: [Communicating Through a Global Lens](#), [Work Your network](#), [TOPS Managing Up](#), [A Manager's Guide to Virtual Teams](#) and most recently, [Virtual Teams Activity Guide](#).

Zofi has been featured in Forbes.com, Business Week, CNBC, Harvard Business Review, Wall Street Journal, Silicon Valley Business Journal, San Antonio Business Journal, Halogen Talent Management, Watch IT TV, The Business of Life Radio, All Business, Entrepreneur, and Bloomberg.com - see complete [Media List](#). Prior to AIM<sup>®</sup>, Yael was Global VP of Leadership Development with JP Morgan. She also spent several years with Accenture (AC) and Price Waterhouse Coopers (PwC). Yael holds a Business Management degree from Rutgers University, a Masters Degree in Organizational Development from Columbia University and has done post-graduate work with AU/NTL Institute for Applied Behavioral Science. For complete bio see: [www.yaelzofi.com/leader-biography/](http://www.yaelzofi.com/leader-biography/)



*Susan Victor*

**SUSAN VICTOR, SENIOR WORKSHOP DESIGNER AND PERFORMANCE EXPERT**

Susan brings 30+ years of experience in instructional design and OD, as well as hands-on HR experience in the public and private sector, working in multinationals, manufacturing, service and non-profits. She designs training programs, produces AIM's presentations and engages in research projects. Recent engagements include: *Work Your Network*, *Making Impactful Connections*, *From FeedBack to FeedForward<sup>SM</sup>*, *Global Driver's License & Leadership*, *Managing & Leading Diverse Teams*, *Communication Strategies*, *Leadership and Management Skills*, *Conflict Management Skills*, *Working in Teams*, *Performance Management Review*, and *Team Communication Styles*. Susan is former executive board member of the OD Network of NYC. A native New Yorker, Susan has an MBA from Baruch College and an undergraduate degree from City College of NY.



..... LINKING PEOPLE MANAGEMENT WITH BUSINESS STRATEGY



*Rebecca Hasko*

**Rebecca Hasko, BUSINESS COMMUNICATIONS MANAGER & CEO SUPPORT**

Bringing over 20+ years experience in cross-cultural adult education, Rebecca is driven to help virtual and onsite teams at all levels excel through the lens of diversity, inclusion and collaboration.

She joined at AIM Strategies<sup>®</sup> in late 2015 and is responsible for business communications and client relations, including client and project management, social media, brand development, sales and marketing communications, and rollouts involving AIM's latest product launches. She also acts as Ms. Zofi's gate keeper, dedicated CEO and project support, maintaining Ms. Zofi's busy global business travel schedule and ongoing [Appearances](#). Rebecca's goal is to ensure that all AIM<sup>®</sup> clients' experiences are engaging and inspiring.



*Sharon Lin*

**YUE(SHARON) LIN, DIGITAL MARKETING CONSULTANT**

Sharon implements AIM<sup>®</sup>'s digital marketing strategies which encompasses several business maintenance and website performance, including researching and creating search engine optimization (SEO) content, tracking data from Google Analytics, Search Console, evaluating and recommending keyword density and quality. Ms. Lin's efforts have been essential in assisting AIM<sup>®</sup> in collecting and updating databases and doing research about potential clients. Sharon also assist's AIM<sup>®</sup>'s digital marketing campaigns by sending eNews, eMail Blasts, designing [Online Store](#) images, creating social media platform headers, tracking and recording the content in various social and digital media platforms.

Sharon graduated from New York University and received her masters degree in Science of Management in 2015. Following a successful internship experience, Sharon joined the AIM<sup>®</sup> team to bring Yael Zofi's [www.yaelzofi.com](http://www.yaelzofi.com) brand to a new level.



*Alex Bazirgianian*

**ALEX BAZIRGANIAN, TECHNOLOGY SYSTEMS MANAGER**

Alex has been with AIM Strategies<sup>®</sup> since 2000 and has worked in the network management arena for 20+ years. He maintains AIM's office systems, updates the computer network, and oversees all aspects of technology and system administration. He supports AIM's network development and enhancement, including maintaining user accounts, server back-ups and other fault tolerance issues. Based in Philadelphia and working remotely or commuting to the AIM<sup>®</sup> office once a month, Alex brings a wealth of knowledge around technology, systems, networks and computers. He holds a BS in Criminal Justice/Area Studies and has a degree in Telecommunications.