

Technology & Marketing Executive

Proven, results oriented, high impact communications and technology marketing executive with expertise in commercializing and bringing to market new and disruptive technologies to drive revenue and profit. Accomplished in working across organizational, hierarchical and cultural lines to understand business opportunities and issues from multiple dimensions to uncover hidden value, identify the optimal solution, communicate a common vision and direction, and implement a plan to achieve the desired results. Solid career foundation with leadership experience and proven results across disciplines including operations, engineering, customer care, marketing, sales, contract negotiations, finance, and staff management.

Key strengths include:

- Strategic thinker, tactical leader, team motivator
- Success in building global data networking business (including Internet, VPNs, and VoIP)
- Accomplished in multi-cultural environments, across five continents, with assignments in Europe and Asia
- Consistently built top performing teams through leadership, motivation and culture that facilitate results

PROFESSIONAL EXPERIENCE

Principal and Founder 2009 - present
CBEvolution LLC, Olney, MD
Consult with companies on product, market, and company strategy, including traditional product management, marketing functions, and mobile barcodes. Developed CBEvolution™ - a professional services firm focused on helping companies understand and capitalize on the shift in corporate consciousness underway, maximize results by aligning with its ideal market segments, and improve performance by identifying and removing blocks to its success.

Vice President, Marketing 2007-2008
NexTone Communications, Inc., Gaithersburg, MD
Led corporate marketing for privately held number two provider of session border controllers globally. Upon merger with Reef Point Systems, served as VP, Product Management and Marketing for the combined company.

- Introduced new product collateral, sales materials, and training tools; bookings increased 32%.
- Refocused marketing message and improved company positioning in analyst community.
- Increased coverage with 150% more press releases and 185% increase in average pickups per release.
- Spear-headed NexTone integration efforts with mobility-focused Reef Point Systems.
- Expanded product line to include security solutions for mobile networks and applications.
- P&L responsibility for security and interworking products targeted at VoIP and IMS applications.

Senior Analyst 2005-2007
Heavy Reading, Basking Ridge, NJ
As lead analyst for VoIP platforms and services, conducted custom research and consulting; moderated industry technology forums and webinars; authored the following industry studies:

- *Voice Over IM: Enabling a New Telecom Services Model*, published February 2007
- *IMS & the Future of Softswitches in Next-Gen Networks*, published December 2006
- *VoIP Peering and the Future of Network Interconnects*, published August 2006
- *Session Management, IMS, and the Future of Session Border Controllers*, published March 2006

Principal and Founder 2004-2005
PowerBroadband, LLC, Basking Ridge, NJ
Established company to facilitate broadband over power line (BPL); provided product and market strategy consulting.

- Consulted with utilities, service providers, equipment providers, and investors regarding trends in BPL.
- Created BPL marketing strategy, conducted utility site reviews, and developed alternative business models.
- Marketed early stage BPL provider to utilities and financial institutions with an expanded business model.
- Provided product and market strategy consulting for companies in several industry sectors.

VP, Data Services (Head of Product Management) & VP, Advanced IP Services 1999-2003
Global Crossing Ltd., Florham Park, NJ
Built and led \$400M global data services business with P&L for IP, ATM, Frame Relay, and managed services to become fastest growth segment of \$3B company. Developed company's strategic course of VoIP and advanced IP services to maximize return and long-term success by capitalizing on regulatory, market, and technology trends.

- Led product team of 60 and matrix team of 500 to build industry leading, wavelength scale, data networks.
- Established Tier 1 Internet business; negotiated peering relationships, eliminated \$6M in expenses.
- Led company's revenue growth with 46% of corporate incremental revenue on 9% of revenue base.
- Created and introduced industry leading IP VPN service. Grew revenues 50% for data, 98% for IP.
- Led \$5B global product management organization through transitional period.
- Established 50-member cross-departmental project team to implement integrated VoIP regulatory strategy.
- Streamlined Financial Markets products; exited segments in manner to recover \$3.5M in unbudgeted cash.
- Founding member Inter-carrier Compensation Forum - industry reform group with LECs, CLECS, IXCs.
- Leading company spokesperson on data services and IP to press, industry groups, and analysts.

Sales Director, Internet Services

AT&T-Unisource Communications Services, vof., Hoofddorp, The Netherlands

1997-1998

Based in Europe, built focused, multinational sales and sales support team to sell wholesale Internet backbone services to ISPs and to support distributor sales to multinational corporations.

- Doubled annual revenue from 43M NLG (\$21M) to 88M NLG (\$44M) within first year.
- Grew monthly sales 67%; negotiated critical strategic sales alliances across Europe.
- Crafted retail marketing message and pricing strategies, diversified customer base, standardized reporting.

Operations, Marketing, & Sales Management

AT&T Corporation, Basking Ridge, NJ; San Francisco, CA; Salt Lake City, UT

1983-1997

Promoted to increasingly higher positions during tenure with company leading key areas of the business. Positions held in reverse order (last to first) included: Marketing Director-Internet Solutions; Division Manager-Sales Operations, National Account Manager, Center Manager-Customer Support, Operations Staff Manager, Strategic Planner, Access Manager, Operations Manager, and Design Supervisor. Significant highlights are as follows:

- As Marketing Director, established and led marketing division for WorldNet Internet access and hosting services to global accounts. Gained \$10 million in new revenues.
- As Division Manager, managed results and expenses for \$10B global sales organization of 4,300; controlled expenses within 1% of \$500M budget; reduced budget and staff through process improvements.
- As National Account Manager, led Hewlett-Packard sales team, grew revenues 36% and new sales 127%.
- Negotiated 3-year network agreement worth \$100+ million in total revenues.
- As Center Manager, established a 56-employee customer care and maintenance center. Reengineered processes, achieving highest results of 4 US centers. Established national process management structure.
- As Strategic Planner, crafted digital private-line strategy to integrate 3 products and protect \$3B in revenue.
- Researched, developed, and wrote first quality plan implemented in marketing and sales organization.
- As Access Manager, built, staffed, and led 70-person organization to validate and verify \$60M annual access billing from 78 independent telephone companies; negotiated 7.6M in refunds - strongest results nationwide.
- As Operations Manager, restructured 59-employee organization, reduced force 20% while consolidating operations from 3 switching locations to 1.
- Eliminated grievances through close coordination with the union while downsizing and closing office.
- As Design Supervisor, turned around 15-employee design group from worst in the region to best.
- Led national project team in developing and implementing quality edits for service ordering.

ADDITIONAL EXPERIENCE

Videoconferencing Industry Analyst, Creative Strategies International, San Jose, CA

Staff Sergeant, **United States Air Force**, McClellan AFB, CA; Yokota AB, Japan; Andrews AFB, MD

Speaker/Writer on several topics such as: Global IP Infrastructure (demand, solutions and strategies), E-Commerce, Videoconferencing, Electronic Trade Routes

EDUCATION

Master of Business Administration, Marketing & Finance, **University of California, Berkeley**

Honors Graduate: *Beta Gamma Sigma*, Teaching Assistant, Research Assistant

Bachelor of Science, Business and Management, **University of Maryland, Far East Division**

Summa Cum Laude; Phi Kappa Phi honors

Associate in Applied Science, Telecommunications Technology, **Community College of the Air Force**
