



Common Agenda, LLP
617 Union Ave., PO Box 711
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NAME

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SUMMARY

Sales and Marketing Executive with demonstrated leadership, planning, communication, organizational skills and over 20 years of experience in the Telecommunications Industry (over 15 years with XYZ) with focus on Carriers, Cable MSO's, PTT's ILEC's, CLEC's. Technology expertise spans Voice, Video, Data, IP Access, Transport and Software for Wireline and Wireless carriers. Successful track record working at large, small, public and private companies with a reputation as an independent thinker and strong negotiator who can identify, build relationships and influence top executive level contacts at key customers and partners.

Major Accomplishments

- Grew venue by 2X for three straight years
- Successfully positioned Company XYZ's HFC platform (voice, video, data for IP Access and Transport) with industry leading MSO's, capturing a \$100M contract with Company XYZ / Company XYZ, and a \$75M contract with Company XYZ in Sweden.
- Sales results highlights while at Company XYZ:
 - 63% increase in sales to CLEC / IOC targeted customers
 - 43% increase in sales to MSO / Cable targeted customers
 - 23% increase in sales to Enterprise / Govt targeted customers
 - 20% increase in sales to IXC and Canada targeted customers
- Two times successfully integrated sales organizations from two large acquisitions made by Company XYZ and Company XYZ
- Proven and consistence record of building/managing organizations that deliver targeted sales and market share numbers while managing 4 Sales Divisions located in California, Oregon, Texas, and Connecticut
- Constructed and managed the Company XYZ / Compnay XYZ joint development effort for the integration of IP transport in conjunction with Company XYZ's OFDM based HFC platform (DOCSIS reference design)
- Top Region in total sales (sales exceeded \$72M and 112% against plan)

EDUCATION

MBA, University of Minnesota, Minneapolis, MN	1994
BS, Business Administration, Iowa State University, Ames, Iowa	1981

PROFESSIONAL EXPERIENCE

COMPANY NAME

APRIL 2005 - PRESENT

Privately held software solutions company that provides Network Operators, Cable MSO's and Wireless Operators with a platform for improving the process of designing, deploying and optimizing their networks, saving significant CapEx and OpEx.

Vice President of Global Sales

Current focus is on building the sales organization to position and grow sales into Tier 1 and Tier 2 Carriers, Cable MSO's, PTT's, and Wireless Operators. Hired and manage 5 sales managers world wide.



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COMPANY NAME

MAY 2004 - APRIL 2005

A start up company that manufactures WiFi 802.11 wide area base station and WiFi access point products that use PacketSteering

Vice President of Worldwide Sales

Managed 14 sales managers and sales engineers.

Accomplishments

- Hired and managed COMPANY XYZ's Global Sales and Technical Support Group
- Built funnel of 250 targeted metro/cities that are planning city wide WiFi deployments
- Built Channel Partners program with 70+ Channel partners to include Company XYZ and Company XYZ
- Managed all International Sales functions, Customer Service (pre and post sales) and Sales Operations functions

COMPANY NAME

SEPTEMBER 2001 - MAY 2004

Privately held optical wireless products company

Vice President of Worldwide Sales

Responsible for Worldwide sales of Company XYZ products to Mobile Operators, Carriers and Enterprise customers through distributors & resellers, strategic OME's, and system integrators. Managed a team of 15 including One VP of Asia Sales, eight Sales Directors and six Sales Engineers world wide.

Accomplishments

- Hired and managed Company XYZ's Global Sales force in 7 different countries, who managed the sale of Company's Optical Wireless (FSO) products through Distributors, VARS, OEM's and System Integrators to Enterprises customers, Mobile Operators and Carrier customers
- Major Carrier wins included deployment contracts with Company XYZ (***list out major wins***)
- 2X revenue growth for three straight years
- Managed sales of Company products through key OEM's and distributors to include Company XYZ (***list out***)
- Managed the sale of Company XYZ products through 120+ smaller Regional Reseller in NA, Europe, and Middle East
- Managed all sales activities associated with the Company XYZ / Company XYZ partnership
- Created Company XYZ's sales compensation plan, the sales forecasting process and the sales lead follow up process

COMPANY NAME

AUGUST 1983 - AUGUST 2001

Vice President Sales, Broadband Access Transport Group (June 2000 – August 2001)

Responsible for managing sales of Broadband products - Wireline Division (DSL, DSLAM, HDSL, ATM/Sonet optical transport), Cable Division (digital and analog video optical transport and performance monitoring solution), Enterprise Division (ATM Access, DSU/CSU & multiplexers), and Wireless Division (point to multipoint BB system) to North American ILEC's, MSO Cable Operators, CLEC's, IXC's, and Government accounts.



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Accomplishments

- Managed a Sales and Sales Engineering organization of 225 people and captured \$800M in revenue from targeted ILEC, MSO Cable Operators, CLEC's and IXC customers.
- Successfully positioned and sold total solutions that include hardware, performance monitoring solutions, OSS solutions and SI turn key packages.
- Integrated Sales force and Sales Engineering organizations into one team that ensured high impact account coverage with a lower cost expense structure.
- Successfully re-structured the sales force focused on a `systems selling` approach to targeted customers. This structure enabled a balanced attack of `driving` monthly/quarter revenue while still positioning Company XYZ for larger more strategic opportunities.
- Successfully implemented a new forecasting process, which improved forecasting accuracy by 40%.

Vice President Marketing, Broadband Networks Division (October 1997 - June 2000)

Responsible for Global Marketing, Product Management, and the Customer Service Organization & Technical Support for Company XYZ's integrated HFC Platform (voice, data, video and IP access and transport) targeted at Global Cable MSO's customers.

Accomplishments

- Successfully positioned Company XYZ's HFC platform with industry leading MSO's, capturing a \$100M contract with Company XYZ /Company XYZ, and a \$75M contract with Company XYZ in Sweden
- Constructed and managed the Company XYZ / Company XYZ joint development effort for the integration of IP transport in conjunction with Company XYZ's OFDM based HFC platform (DOCSIS reference design)
- Responsible for all competitive analysis, pricing strategy / implantation, and owned product line P&L
- Constructed and managed a partnership with Company XYZ for Company XYZ's HFC Element Manager System
- Responsible for developing the divisions strategic plan and conducted all market analysis / research to include market size, market opportunity analysis, market segmentation
- Developed the Divisions marketing strategy and support programs to include public relations, advertising, media plans, promotions, sales collateral and industry shows
- Managed Company XYZ's Broadband Networks Division Global Customer Service Organization - supported all customer deployments and technology trials

Vice President Sales, Broadband Communications Division (September 1996 – October 1997)

Responsible for building and managing the Sales organization to sell Company XYZ's cable optical transport products and System Integration Service to the Telco market. Major customers include Company XYZ (list out customers)

Accomplishments

- Hired all sales people, set up territories and sales quotas and budgets
- Achieved revenues of \$52M. This was 2X growth over previous year



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Regional Vice President Sales, Transmission Division (August 1995 – August 1996)

Responsible for building and managing Company XYZ's Sales team that sold Video Optical transport equipment, HDSL transport equipment, Company XYZ's OFDM HFC platform and System Integration Services to all North America Carrier customers.

Accomplishments

- Top Region in total sales (sales exceeded \$72M and 112% against plan)
- Major contract / projects won – Company XYZ products \$12M, Company XYZ \$25M (list out contracts)
- Winner of Company XYZ's President Advisory Council Award (top performer award)

Director of Sales (September 1993 - July 1995)

Responsible for managing sales for Company's XYZ / Central Region.

Accomplishments

- Captured \$100M Company XYZ contract for major deployment of HFC platform
- Managed the process of capturing 20 new product approvals at Ameritech
- Winner of Company XYZ's Presidents Advisory Council Award (top performer award)

Senior Marketing Manager, Transmission Division (August 1991 – August 1993)

Responsible for all Marketing and Business Development of Company XYZ's Fiber to Home (FTTH) and optical transport products. Developed business case, initiated product launch, completed all competitive analysis work, and developed all sales collateral and product training material.

Accomplishments

- Marketing initiatives aided the captured of major contracts valued over \$50M at Company XYZ (list out companies)

Sales Manager (August 1983 - July 1991)

- Over seven year period responsible for sales to various customers to include RBOC's Independent Telco's, OEM's, End Users and Government accounts
- Six out of the seven years exceeded quota and averaged 121% over quota for seven-year period