

JOHN W. TURNER

6050 Bay Hill Circle * Jamesville, NY 13078 * 315.374.2770 * Turner.JohnW@gmail.com

Executive Vice President / Senior Executive Leader • Strategist • Business Development – Telecommunications/Technology/Internet

Driven, analytical, astute and business savvy executive level technology strategist with 25+ years of experience in the telecom, internet and high tech industries. A keen ability to translate business vision and strategy into operational tactics, as well as building the organizational support and infrastructure needed to achieve corporate objectives.

Background includes executive management and operational leadership, business development and sales/marketing/engineering in rapidly changing high technology environments. Specializing in business growth through strategic sales and innovation, anchored by a background with a unique mix of sales, technical and operational experience that delivers bottom-line results.

Sharp, consistent focus on identifying opportunities for new business, driven by a passionate and extensive understanding of emerging and innovative technologies, markets and strategies. The "go-to" person, the executive who can provide immediate answers to important questions...whose goal is to be the "first call people make every time they have a new opportunity."

Emphasizes and aligns the key functions of strategy planning, business development, process improvement and information technology. However, not a pure strategist that creates long-term planning isolated from the corporation's current initiatives and objectives.

Available for relocation throughout the US.

- Corporate & Business Development • Strategic Planning & Execution • Budget Planning, & Control • Technology Assessment
- New Product Development • Mergers & Acquisitions • Product & Sales Cycle Management • Marketing Strategy •

PROFESSIONAL EXPERIENCE

USA Datanet

**Syracuse, NY
(2006-Present)**

Executive Vice-President & Chief Strategy Officer -

Senior Executive responsible for corporate strategy and development; driving growth through organic expansion and strategic acquisition; responsible for business functions as diverse and demanding as mergers & acquisitions, market research, long-range planning, corporate & business development, technology assessment and evangelism, as well as legal and regulatory compliance.

Senior Vice-President & Chief Operating Officer -

(2003-2006)

Responsible for all day-to-day activities and operations; strategic and operational leadership of sales, marketing, network operations and services organization, including customer support, advertising, information services; responsible for the attainment of short- and long-term financial and operational goals; regulatory, financial, security and consumer protection compliance.

Vice-President & Chief Technology Officer -

(1999-2000)

Provide the technical vision to complement the business vision; translate technical details into real advantages superior to competing products; identify, evaluate, and select technologies to be applied to future products and services; manage all technical and network operations; lead the development of emerging technology solutions and packages for both internal and external use.

- Architect of the transition from Long Distance carrier to Advanced IP Application Service Provider
 - Developed & executed three-year strategic plan to move from Consumer to Commercial market focus
 - Pioneered new IP based services plan using a revolutionary Hosted Services Model
 - Built Carrier-Wholesale Line Of Business from virtually zero to \$14 million annually in less than 12 months
- Responsible for Merger & Acquisition Activities
 - Successfully negotiated and led the acquisition and integration of two companies
 - Successfully marketed and sold two separate business units at above market valuations
 - Raised more than \$15 in Private Equity, Venture Capital and Private Debt

- Led the Operation's explosive expansion from start-up through to growth stage as COO
 - Grew Residential business from 10,000 to 600,000 consumer customers
 - Created a Web Based Customer E-Care platform for 100% self-service capability
 - Pioneered the creation of a Middleware strategy that cut operating costs by 60%
- Managed Technology selection and development during start-up and explosive growth phases
 - Successfully deployed a voice network, an Internet Service Provider (ISP) business and web hosting facility
 - Led a multi-million dollar development effort and market launch for a cutting edge VoIP product
 - Built world-class customer care center and the automation of workflow engine

NetAnyware Corporation

President -

Syracuse, NY

(2002-2003)

Responsible for business development and sales; delivered marketing, product development and sales channel consulting services to small and medium businesses & early-stage telecom and technology companies; industry observer and evangelist; create and connect new business opportunities with existing industry relationships.

- Hired by a regional telecom provider to conduct a SWOT analysis of its product offerings and potential new growth areas. Successfully identified several new revenue opportunities, ultimately selecting a Teleconferencing solution which leveraged existing infrastructure into a highly profitable business service
- Developed a partnership between an innovative software development company and a Fortune-100 technology company which targeted the wireless handheld market in specific vertical segments. Engagement resulted in the development of a robust, device agnostic approach, significantly lowering the Total Cost of Ownership value proposition
- Provided strategic vision and plan to for an innovative Web-based payphone and kiosk operator and service provider as an early-stage start up, including development of a full business plan, channel-partner strategy and investment offering.

Cisco Systems

Manager, Emerging Markets (NSP) -

Syracuse, NY & San Jose, CA

(2000-2002)

Managed the western, upstate and central New York region for Service Provider business development, solution marketing, and sales; group was focused on creation of new revenue streams from service providers through data products including IP transit, IP point-to-point (MPLS), VPN, VoIP, Unified Messaging and security offerings.

- Achieved strategic consultant/trusted advisor status with C-Level executives within service provider market, managing the Upstate, Central and Western New York region
- Successfully positioned Cisco and their products with several public and private Telecom Carriers, including what is now one of the largest CLECs in the US
- Initiated and championed the Cisco Partner Network certification process for a large service provider and developed their Data-Networking product line based on Cisco MPLS & IP-VPN core technology and unique market development programs
- Positioned Cisco as 'Consulting Partner' driven by industry expertise and a mature understanding of how to implement innovative strategies to produce real revenue and growth opportunities several examples mentioned above
- Sponsored the launch of the Cisco Academy at the Rochester Institute of Technology (RIT)

NEC Business Network Solutions and NEC (America)

Director, Marketing & Business Development -

Syracuse, NY & Dallas, TX

(1995-1999)

Responsible for direct marketing and development through unique client services programs; management of staff and vendors for PR, branding, lead generation, advertising, website development and event coordination; launch industry-specific solutions for education, healthcare and government markets; sales training and marketing strategies; website design, product catalogs, direct mail campaigns and channel marketing programs.

Regional Manager, Strategic Accounts -

(1990-1995)

Managed efforts to identify, acquire and further penetrate national, education or government accounts; deliver solution-based selling through customer consultations and sales presentations; account management, planning and support, and assist local Relationship Managers and their clients in their evaluation, development and implementation of solutions; develop deal constructs, strong business cases, negotiations and legal contracts

- Developed partnerships, agencies, and reseller relationships with premiere technology corporations
 - Managed solution development in conjunction with business partners such as Cisco, Active Voice, ENS and AVT
 - Designed an enterprise facilities management platform which became one of NECAM's best selling products
 - Created successful branding strategy for NEC's computer telephony integration (CTI) products and services

- Architected and led NEC's Higher-Education vertical marketing efforts nationwide
 - Developed and managed a unique nationwide Professional Services/Outsourcing Program for the Higher Education marketplace
 - Key member of the team that developed the first Equipment-For-Services (EFS) program
- Proven Sales & Revenue Growth Record – 5 time President's Club member
 - Responsible for one of the largest single contracts in NYS (72 sites) and three 20k+ line universities
 - Presidents Club member, exceeding sales quotas by 150% in '92 and 200% in '93
 - Grew vertical sales revenue from \$8m in 1994 to more than \$45m in 1998

Ronco Communications & Executone - Rochester, New York

1986 – 1990

Director of Operations; Regional Sales Manager; Sales Engineer; Account Manager

BOARD EXPERIENCE

Mr. Turner has served as an Advisor and Director of several small companies and not-for-profit organizations. Currently he serves as a Director on the Boards of:

- **US Datanet Corporation** – USA Datanet utilizes advanced Voice over Internet Protocol (VoIP) enhanced communications services to hundreds of thousands of consumer, business and carrier customers across the United States
- **The Boys & Girls Club of Syracuse** – a youth development agency whose goal is to inspire and enable all young people in the Syracuse area, to realize their full potential as productive, responsible and caring citizens

And recently on the Advisory Boards of:

- **The Syracuse Technology Garden** – a non-profit organization that stimulates technological creativity and entrepreneurial activity in Syracuse and the Central New York region.
- **The Seed Capital Fund of CNY, LLC (SCF)** – organized to assist start-up companies and provide early stage funding in new or developing technology companies
- **US Beverage Net** – A Web-Enabled Inventory & Supply Chain Management solutions provider for the beverage industry
- **The RIT Industrial Advisory Board** – a non-profit organization ensuring Computing & Engineering graduates receive the best possible education and helps shape the direction of research and graduate study to fit industry needs and future trends

MILITARY SERVICE & PROFESSIONAL AFFILIATIONS

United States Army (Active Duty 1982-1986) – (Active Reserves 1986-1996)

- Multichannel Communications with a Top Secret Clearance; Theater Army Operations & Project Officer
- Association of College and University Telecommunications Administrators (ACUTA) / EduCause (Educom and CAUSE)
- Guest & Panel Speaker; Contributing Editor; Committee Chair; Committee Member

ACADEMICS

LeMoyne College, Syracuse, NY (Business Administration - 1992-1994)

North Carolina Technical College, Fayetteville, NC (Electronics Engineering - 1984-1986)

University of Rochester, Rochester, NY (Liberal Arts - 1980-1982)

PERSONAL

Frequent guest speaker at Syracuse University, business events, trade shows and the CASE Center; married with 2 children; enjoys hiking, camping, music; currently resides in Upstate NY.