

***A multi-discipline technology professional with a unique blend of business sales, product marketing and system engineering experience. Profit/Loss responsibilities and budgets in excess of \$100M. Demonstrated track record of growing revenues, improving efficiencies and achieving goals across company and product lifecycles. International business experience.***

## **Core Competencies:**

***Business Development & Management*** – Create new organizations and improve performance of existing teams in both startup and corporate environments.

***Product Development*** – Market analysis & research, business cases, specifications, hardware, software, manufacturing, packaging, support, customer care.

***Sales and Marketing*** – Product marketing using “Addressable Market” approach, B-2-B sales from SME to Fortune 50, direct, indirect, channel management, promotions.

***Network Engineering and Construction*** – Wireless, telephony, data, design, site acquisition, zoning, connectivity, regulatory, contracting, project management.

***Hardware & Software*** – Develop new devices from concept including electronic, mechanical, embedded software, manufacturing, database, web portal, network.

## **Work History:**

### **Principal/Owner - QVT Technology Consulting      Henderson, NV      2007**

Independent consultant focused on Transformational Product Strategies. Key clients include Pfizer Animal Health and Chevron Global Lubricants. Analyze and recommend new product capabilities with high-margin revenue potential that are outside of the client's core lines of business. Develop and deploy solutions for field pilots and conduct trials to demonstrate product potential.

### **President & CEO - RAPID Workforce Systems      Las Vegas, NV      2005 – 2006**

Guided \$12M England based workforce automation software (SaaS) company through a voluntary restructuring and moved company to a positive cash flow position. Actively negotiated and retained British Sky Broadcasting (B Sky B) as a cornerstone customer with committed revenue levels. Reduced cycle time and costs by successfully transforming the software development function to a distributed model with design centers in USA, UK and India. Upgraded English products to support USA market requirements and launched USA business operations. Sought and established wireless, hardware and solution partner agreements required to operate as a full turnkey solution provider. Completed formative market development activities in target verticals (oil & gas servicing and structured wiring) by signing initial beta customers and delivering services in four states.

### **Chief Technology Officer - GPS Tracks      Jericho, NY      2004 – 2005**

Completed development of a novel GPS/GSM based real-time animal tracking device for a third round company from concept to product delivery in 6.5 months. Exclusively used contracted resources from eight companies for engineering, prototyping, testing and manufacturing. Successfully coordinated numerous parallel design activities to reduce time-to-market factors and received required UL and FCC certifications. Provided product demonstrations to investors for successful \$2.4M round of funding.

**Principal/Owner - QVT Technology Consulting McKinney, TX 2002 – 2004**

Independent consultant focused on startup and early stage companies providing technology assessment, product definition and business planning. Assisted investors in valuating companies for acquisition and supported fund raising activities. Provided operational support and managed sales activities. Key clients and roles included:

- REMOTE DYNAMICS: National Sales Manager for fleet tracking company.
- SIMPLE PRODUCTS: Technology assessment and product design for startup.
- FLAT RATE COMMUNICATIONS: Full technology and business concept design for a fixed wireless broadband telephone company. Conducted business plan presentations to VCs including distribution plans and financial proforma.
- COMTECH MOBILE DATACOM: Company assessment for M&A target.

**Operations Director - FirstNet Services Leeds, England 2002**

COO role for \$20M Internet & Application Service Provider (ISP/ASP) company in England. Marquee customers included TD Waterhouse and both The Guardian and Daily Mirror on-line newspapers. 38% increase in monthly sales revenues from SME markets in less than five months. Developed marketing campaign for broadband service launch that was accepted and funded by British Telecom. Created Service Realization Team to ensure accurate proposals, service level agreements and on-time delivery of complex network, hosting and software solutions to business customers.

**SVP & CTO - @Track Communications Richardson, TX 1999 – 2002**

\$100M mobile computing manufacturer and wireless service provider to trucking and utility companies. Key customers included SBC Communications with over 35,000 units deployed nationwide. Created long range technology strategies to modernize company's product lines and received board level approval. Managed engineering and operations team of 40 professionals for the development and maintenance of multiple product lines and the company's 24x7 Network Services Center.

**AT&T Wireless and Business Services Austin/Dallas, TX 1993 – 1999**

- **Director of Sales** and a founding member of the Advanced Services organization that provided sales and product support for emerging wireless products in an 11 state region. Offerings included cellular/PBX integration and wireless data applications. Regularly provided product briefings and proposals to Fortune 50 companies at the CXO level. Repeat National Gold Club sales award winner for over achievement.
- **Director of Marketing** formed product management team to provide contract support and post sales implementation of advanced wireless voice and data solutions. Created and hosted Technology Open House seminars to showcase AT&T's leading edge wireless solutions in an interactive public forum. National President's Team award winner for contributions made to AT&T's Digital PCS launch.
- **Director of Engineering & Operations** for Texas and Louisiana. Developed and administered \$106M capital and \$12M annual operating budgets. Managed staff of 85 personnel in radio engineering, site acquisition, zoning, construction, regulatory compliance, and technical operations functions. Improved completion of cell site construction projects by 100% and 185% in successive years through process improvement and effective outsourcing.

**Education:**

BS Computer Science – National University – San Diego, CA