

Global Sales, Marketing & Operations | Mobile Industry Profile | Product Development | Launch Strategies  
Share Growth | Strategic Alliances | Cultivating Sales-Driven Culture | Complex Sales Process | Business Development  
Global TMT Relationships | Multinational Contract Negotiations | Deep Asian & European Market Experience

***Global, high-margin revenue driver who has led teams to create up to \$72 million P&L  
General Manager and corporate strategist with demonstrated record of building company  
valuation***

- 12+ years' direct experience igniting profitable international markets and innovative platforms in the mobile / telecommunications industry.
- On-the-ground experience developing relationships/resources in Asia, Europe, Middle East, and Africa with success in Venture-Backed Start-Ups, Rapid-Growth Enterprises and Fortune 50 Corporations.
- Long-term background in convergence of Messaging, Content, Applications, New Media and Web-to-Mobile / Wireless platforms.
- Co-Author EU & US Patents: "Virtual Network Solution for Global SMS Text Message Exchange between GSM & ANSI Networks."

## **KEY STRENGTHS & RELEVANT WINS**

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### **Strategies for Marketing and Selling the Unknown**

- Grew Inphomatch/Mobile 365 from start up to \$110 million in revenues in five years by evangelizing messaging interoperability. Developed strategies that overcame "carrier barrier," managed explosive growth, turned company into a global organization and cultivated largest customers in China, Philippines, Singapore, Saudi Arabia, UK, Spain, France and US.
- Negotiated and secured a \$1.3M strategic OEM contract with Ericsson for WiderThan by proving nimble technical capabilities in spite of zero reputation, resulting in business with other global customers across the OEM, wireless operator and enterprise vertical markets.
- Launched international services for Pac Bell Wireless that drove revenues from \$400K to \$72M in three years by securing over 125 international roaming partners. Based strategy on creative negotiation of wholesale minute exchange to compete with telecoms and mid-market entrants.
- Responsible for delivering & defending over \$130 million in revenues over last decade in senior executive roles.

### **Defining Profitable, International Business**

- Launched international messaging market traffic for Inphomatch by securing 22 international customers within six months of launch, ultimately closing 400+ operator contracts in 135 countries driving \$31 million in P&L.
- Established Hong-Kong subsidiary and opened key Greater China market (lived in China for 6 mos.).
- Developed solid Chinese commercial/government relationships, resulting in Mobile 365 being first non-Chinese company to provide messaging interconnect service for China Mobile and China Netcom.
- Established strategic sales relationship with Orange France Telecom that led to \$3M in incremental revenues in 11 countries across Africa, Latin America and Europe.
- Structured a \$3M global framework contract with Vodafone, closing and launching multi-country services across Vodafone properties. Established similar agreements with international conglomerates SingTel, Telefonica-O2, NTT DoCoMo, Saudi Telecom, Hutchison and Orascom.

### **Navigating to New Territory with "Combinatorial Thinking"**

- Directed corporate venture investment by Microsoft, Pac Bell, and AT&T of US\$ 3M to innovative voice activated messaging and dialing technology, leading to \$5M revenue increase for Pac Bell Wireless.
- Positioned Mobile 365 as the global leader in wireless messaging interconnectivity by creating new and blended business model structures that were swiftly adopted by mobile industry.
- Created additional value proposition by developing message service metrics and reporting functionality that became an international sales differentiator for Mobile 365.
- Steered Ztango-WiderThan capabilities into content offerings (ring tone, icons) and expanded the value proposition to include media, sports, and entertainment mobile internet content.

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**MOBILE INDUSTRY EXPERIENCE**

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**Founder, Global Point View Ltd, Washington DC** 2007–Present

Capitalizing on industry demand for executive insight and perspective, established commercial strategy and market entry consultancy serving wireless industry ecosystem. Developing post-acquisition integration of European messaging company for Warburg Pincus/MACH, leveraging their strong European, Indian and Middle East market presence. Providing competitive assessment of mobile banking offerings in emerging economy markets for Clickatell. Crafted mobile market strategy for Israeli entertainment investment of Columbia Capital. Conceived global sales strategy for Norwest Partners investment in mobile internet application provider. Developing emerging markets mobile market entry strategy for Voxiva software.

**Vice President, International Operator Sales** 2001–2006  
**Mobile 365, Inc. / Inphomatch, Inc., Washington DC**

Reporting to CEO, member of 8-person management team of VC-funded start-up IP solutions company that grew into a \$100M+ enterprise with dominant domestic and international market share in three years, was named to *Fortune Top 25 Breakout Companies For 2005* and successfully sold to Sybase for US \$417 million in September 2006. Generated 30% of total revenue and 38% of total profits for the company, and held full P&L responsibility for \$31M in annual revenue drawn from global customers in 135 countries.

Transitioned business from development to revenue generation with an international business strategy and marketing plan. Quickly scaled business channels across Asia, Europe, Middle East, Africa and Latin America and provided extended service portfolio to domestic North American carriers. Drove connectivity strategy for content, applications, Web and New Media initiatives across all M365 regional international markets. Led high-performance team of 30 in offices in 7 countries, delivering wireless solutions and applications to 400 service providers/network operators in 135 countries. Forged strong relationships for Mobile 365 with Verizon, Cingular, Nextel and T-Mobile, Google, Microsoft and captured 80% North America to international market share within 14 months from standing start. Facilitated merger with Mobileway in 2004 and rationalized all international sales and technical operations.

**Director, European Sales – WiderThan Americas (Ztango, Inc.), Washington DC** 2000–2001

Managed sales staff in Europe and the Americas, promoting a portfolio of infrastructure and wireless Internet applications/solutions to mobile carriers, Fortune 100s and wireless ISPs for a start-up, venture-backed wireless application service provider. Secured \$29M in funding. Established EU region offices in London and Brussels. Negotiated messaging/m-commerce/entertainment contracts with international wireless carriers, consumer sports niche and delivery service applications (Telecom Italia Mobile, CSL Hong Kong, NFL & PGA Tour, and Carrefour France).

**Director Roles – Product Development, Business Development, International Services** 1996–2000  
**PacBell Wireless – SBC Communications, San Francisco CA**

Promoted through product development, business development and strategic alliance roles during period of acquisition, reorganization, expansion and emerging technologies. Launched Pacific Bell Wireless (\$1B EBITDA in 3 years) and advanced to parent-company role directing international marketing across 25 offshore wireless properties. Held P&L responsibility for a \$72M international services portfolio. Steered technology direction and contributed to corporate planning and decision-making.

Forged alliances with content providers and business partners for wireless-web and media derived content. Formulated products/services development business cases, created marketing campaigns and orchestrated multi-region launches. Built product development equity partnerships with ATT, Microsoft, Motorola and IBM. Evaluated international JV opportunities, and advised M&A group on spectrum licensing in France and the Netherlands. Managed global branding plan for communications strategy group of international inter-carrier consortium. Captured \$3M in savings and improved vendor relations through collaboration among all SBC wireless properties.

**ADDITIONAL EXPERIENCE**

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**Managing Director – Lodestar Consulting, Washington DC** 1994–1996

Co-founded and managed a communications and marketing firm that advanced economic value, image and brand development for political and corporate clients. Captured \$1.8M in sales on \$125K campaign for Land Rover by introducing innovative sales pipeline development program. Produced \$1M in new sales for a Toyota distributor by launching a partner marketing promotion across 4 states. Developed a partner-marketing distribution effort between Lufthansa Airlines and a Russian business magazine publisher.

Extensive executive experience in US Federal government, marketing and policy roles from 1983 to 1994, with emphasis on international trade, economic and technology development, consumer marketing and communications. Presidential executive appointments in Reagan and G. H. W. Bush administrations. Technology industry lobbyist, legislative director for two US Senators and a Cabinet Secretary. Regional Political Director on two presidential campaigns. Further details available on request.

**EDUCATION**

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**Master of Public Administration, Harvard University, Cambridge MA**

**Bachelor of Arts, Washington University, St. Louis MO**

**CORPORATE BOARD OF DIRECTORS**

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Independent Corporate Director, Paul Mitchell Systems, Inc. ('95 revenues of \$200M) 1993–1995

Founder & Board member, Mandarin in America Foundation 2007-present

Member, Institute of Directors (UK)