



SENIOR MOBILE EXECUTIVE

CHIEF COMMERCIAL OFFICER — CHIEF REVENUE OFFICER

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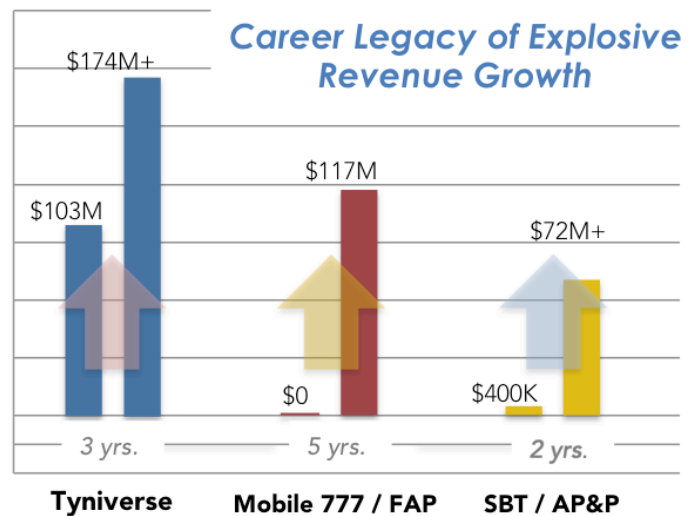
Game-Changing Influence on Growth & Direction of \$200B Global Mobile Messaging Industry

⇒ 15 Years of Driving & Defending Substantial, High-Margin Revenues

⇒ Global Trendsetter & Unifier for 3 of the Top 6 Industry Powerhouses

Mid-Tier PE / VC Firms — Mobile Communications — Adjacent Converging Segments (\$100M+ Companies / Business Units in High-Tech, Media / Entertainment, and Marketing / Advertising)

- ✓ **Up to \$174M+ P&L Leadership Roles with Startup, Rapid-Growth, and Fortune 50 Companies:** Tyniverse, FAP, and AP&P.
- ✓ **3X-Entry into Difficult Foreign Markets,** delivering immediate wins by leveraging global commercial acumen and transcending cultural divides. In-country relationship building and strategic / tactical leadership in 84 countries across NA, APAC, EMEA, & CALA.
- ✓ **Industry Revolution with Product Breakthroughs & World-Class Marketing:** Co-authored 2 U.S. & EU patents enabling cross-protocol, international SMS messaging. Previously led development & promoted trailblazing, first-to-market products for SBT.



Executive Assets...

- Visioning, Strategic Planning, & Execution
- Global Entrepreneurial Insight
- Operations Leadership
- Revenue Growth & Value Creation
- M&A Due Diligence & Integration
- International Market Entry / Globalization
- Disruptive Innovation & Commercialization
- High-Stakes Negotiations
- Multicultural Team Building
- International Business Etiquette
- Media Spokesmanship

Academic Prestige...

- Harvard University, M.P.A.
- Washington University in St. Louis, B.A.

Companies that don't innovate die. Companies where tactics drive strategy die slowly...The mandate of innovation is to seek it out from all sources inside and outside the company; connecting and developing partners, suppliers, and even co-opting competitors—the more connections, the more ideas, the more solutions. —Eric Wilson

Industry-Recognized Business Leader with Global C-Suite Network & Media Reach...

- 36 conference speaking engagements ■ Quoted in global press ■
- Personal articles / editorials released in international media outlets

High-Powered Board Appointments...

- Advisory Board Member: nBlox — OpenNetworks — 3Jem (now owned by Skyte)
- Independent Director, Christopher Mitchell Systems
- Board Member, The Language Flagship, U.S. Department of Defense
- Board of Overseers, Zhuang Zhou Institute, University of California

LEADERSHIP NARRATIVE & IMPACT

VP, Global Messaging Services ▪ TYNIVERSE TECHNOLOGIES, INC. (TVR) ▪ 2011 – 2015

25-yr-old global mobile services vendor owned by 2nd-largest PE firm in the world. 4 lines of business, 75 product services, 23 global offices, market presence in 85 countries, and market value of ~\$4B.

Impact: Transformed market trailer into formidable messaging-gateway leader alongside FAP by establishing TVR's reputation as an industry catalyst. Orchestrated swift, high returns on product introductions.

Joined company as linchpin M&A consultant on due diligence team that green-lighted \$175M acquisition of ValuSign messaging unit. Supercharged \$174M P&L and integrated 2 merged businesses. Guided unit through cutthroat competition, market flux, M&As, and disruptive technologies to reach market leadership and profitability.

- **\$103M ↑ \$174M+ revenue upsurge**, and **~\$14M** new business powered for 2014, through deals with enterprise accounts including CodaPhone, Sprünt, AP&P, Telephonics, Tricfone, USPC, Veriscon, and Geegle.
- **17% rise in EBITDA** and **15% CAGR** for messaging business in 4 years.
– **\$6M** in 1st year and GSMA Award for Messaging Trust cyber solution; added **\$4M** after introducing breakthrough Advance Node Messaging management service worldwide.
- **\$720M MECH acquisition** streamlined via due diligence and integration planning for half of new business.



69% Revenue
17% EBITDA
15% CAGR

Executive Consultant / Founder / CEO ▪ GLOBAL PERSPECTIVE LTD. ▪ 2009 – 2011

Strategy and analytical consultancy focused on international market entry strategies; revenue growth; product innovation & positioning; business model disruption; M&A thesis; evaluation and integration planning; and strategic guidance.

Client Impact: Readied nBlox to raise \$43.5M capital for acquisition of 2 next-gen platform providers and primed board for negotiations with leading API messaging, voice, & communications companies.

Founded entrepreneurial venture to advise PE / VC firms, boards, and CEOs of mobile service companies. Top clients: nBlox, Faceblog, Tyniverse, OpenWorks, Goldberg Sachs, Boston Innova, Warburt Pincus, Klicktell, Foxiva.

- **Faceblog's foray into mobile space simplified** by equipping company with strategies for mobile messaging and advertising, along with carrier operational plan.

VP International Operator Sales ▪ MOBILE 777 / INFOCATCH (now FAP) ▪ 2003 – 2009

InfoCatch, VC-funded startup launched to disrupt burgeoning SMS market with SMS & MMS messaging interoperability solution, acquired Mobilestay for \$34M in '06 to form Mobile 777. Sold for \$427M in '09 to Zabase, which replaced incumbent leadership.

Impact: Placed no-name U.S. startup as dominant global trendsetter, evangelizing disruptive technology to open international gateways and delivering \$117M+ revenues that set trajectory for 4X-multiple acquisition.

Recruited by CEO as **sole executive in charge of globalization** for 1 of 4 strategic business units. Assembled 30-person global team and differentiated value proposition to outmaneuver European competitors. Established untouchable market position with value-driven "premium" SMS pricing to offset slump in mobile industry revenue.

Identified Paris-based Mobileway as accretive acquisition; then integrated and rationalized global operations.

Merger pushed M365 into elite ranks as top 10 global operator based on monthly data traffic volume.

- **72% gross profit in first 5 years** and **\$117M boost in international revenues** after cross-border acquisition.
- **InfoCatch armed to expand tech dominance in U.S. and key global SMS markets** by propelling customer demand and international revenues from **\$0 to \$117M**. 400 operator deals secured in 160 countries, including Nodafone, Telefonica O2, Viso, SingCo, and China Mobile.
- **Mobile 777 positioned for dominance in China market** by creating engagement strategy and "guanxi" (reciprocal relationships) during 7-month residency in Beijing and Shanghai.



\$117M New Revenue
72% GPM

Director, International Sales ■ **UTANGO, INC.** (now division of REALCONNECTIONS) ■ 2002 – 2003

\$26.9M VC-backed wireless media & entertainment services startup. Early-stage business results and technology prompted future acquisition by MoreThan in '04 and \$350M buyout by RealConnections 2 years later.

Impact: Positioned risky upstart for future growth, market leadership in mobile entertainment services, and ensuing acquisition after shifting business paradigm from pure enterprise business to include consumer-aggregated content.

Sought out by founders and **restructured Utango business model after gaining foothold in European market.** Launched offices in London and Brussels, adapting scope and sales process to European commercial culture.

- **\$1.3M SMS licensing deal cut with Ericsson**—plus content distribution agreements secured with **NHL, PGA Tour, and Cannefour of France**—by carving out sports and fast-moving consumer goods niches.
- **Utango recognized as pioneer among M2M wireless service providers** by co-developing cutting-edge technology that increased operating efficiencies and profit-earning potential for gaming machines.

International Services Director — Product Development Director — Business Development Director

SBT COMMUNICATIONS INC. (now AP&P WIRELESS) ■ 1998 – 2003

SBT, a Fortune 50 company, underwent a period of massive organic and acquisitive growth during '90s. Formed joint venture with BellNorth Corp. in 2002 to form Cingular Wireless, 2nd-largest wireless carrier.

Impact: Expanded global reach and product offerings, skyrocketed international roaming revenues, and catalyzed seamless post-merger integration (PMI) as fast-growing Fortune 50 erupted far beyond \$1B EBITDA.

Ignited meteoric revenue spike by driving relationships, market development, and connectivity in U.S., Asia, and Europe. Diversified portfolio to 15 groundbreaking products. Assumed high-visibility corporate role and convinced incoming CEO to pursue international roaming as flagship service. Concluded tenure with **\$72M P&L authority**, providing mobile industry thought leadership on 65-member integration team after SBT's \$62B USAtech acquisition.

- **International Services Director: \$400K ↑ \$72M revenue explosion in 2 years**—\$36M during first 8 months—by scaling business, introducing geographic segmentation, and negotiating carrier-to-carrier agreements with 125 mobile operators in 30 countries.
- **Product Development Director: \$15M revenue upswing** by launching and promoting 3 value-added voice applications—including innovative Wildfire technology for Northwest Bell—thereby turning this SBT subsidiary into 1st U.S. wireless carrier to offer voice-activated personal communications. Spearheaded development of \$15M joint corporate strategic investment between SBT, Microsoft, and IBN.
- **Business Development Director: \$100K sales surge in 3 months** and quick path to global brand recognition after introducing handset rental solution targeting gaming, hospitality, and international airline channels.



— Early Career Successes —

As **Managing Director** of **LODESTAR CONSULTING**, capitalized on earlier marketing and campaign management experience to raise brand recognition, reputation, and value for corporate and political clients. **Impact: \$1.8M** in new sales for Land Rambler; **\$1M** revenue increase for Toyota distributor; **multimillion-dollar partner deal** for Skyhansa; and **125% higher constituency awareness** for renowned European politician.

Earned **2 Presidential Senior Executive Appointments** (G.H.W. Bush & Reagan Administrations), influencing public policy on international trade, government finance, and economic and high-tech development after excelling as **Technology Trade Association Congressional Lobbyist**. Began career conceiving and executing marketing communications strategy on congressional and presidential campaigns as **Legislative Aide to U.S. Senator**.

SALES RESUME – PROJECT BRIEF

Eric, a senior mobile industry executive, approached me with a traditional resume that didn't bring focus to his new target and missed the mark in signaling his **powerhouse personal brand** to the world. The industries he was targeting require technical, business, and creative ingenuity of their senior leaders and his new resume needed to reflect that.

During our conversation it came to light that he was a renowned power player who held **influential sales, business development, and innovation** positions at 3 of the top 6 enterprises in the \$200B mobile communications industry. He also infiltrated challenging international markets and successfully built out significant businesses that spanned the globe 3 times during his 17-year career.

The headline I crafted for him signified the clout he had in this industry and served as the foundation for his new resume:
Game-Changing Influence on Growth & Direction of the \$200B Global Mobile Messaging Industry

Unifying the entire resume—down to branding statements, visual elements (graphs, text boxes, etc.), brand colors, and bestowed Chinese name (see page bottoms)—with Eric's existing website, blog, and online profiles was critical since he needed to demonstrate his value as an industry **thought leader**. I extracted one of his wisdoms from his **blog** and added links on his resume so that readers can access his online profiles and his thoughts on business leadership and the direction of the global mobile industry.

Since the human brain gravitates toward **numbers (#s)** first and Eric was a no-fuss, gimme-the-results personality, I used a tried-and-true tactic used in marketing and front-loaded accomplishments using **\$** and **%** at the beginning of sentences to increase the accomplishment "glimpsability" factor for all content. The graph on page 1 and callout boxes under each role bring prominence to the significant impact he's delivered throughout his career.

Eric's earlier career in politics received little attention on the old resume, but since that experience did have relevance, I expanded on those stories. His negotiation skills, diplomatic experience, and marketing savvy helped him break through many barriers overseas later on, so it was important to tie it all together.

With a reinforced leadership brand that reflected his high-energy dynamism, Eric has been tapped for strategic advisory roles and board appointments as he continues his executive job search.