

## Richard Johnson

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### CAREER SNAPSHOT:

- 15 years successful “C” level telecom executive complex enterprise Sales/Business Development experience
- \$85+ Million in **NEW** Software, Hardware & Professional Services sold to date (Small, Mid-size & Fortune 500)
- **HUNTER** with consistent track record exceeding multi-million dollar quarterly / yearly quotas
- Directed multi-million sales campaigns - pre-product beta stage to revenue generating product growth stage
- Tier 1 & 2 carrier sales focus prospecting/selling **NEW** business to (RBOC, LEC, CLEC, ISP & Wireless)
- Created and Managed strategic alliances with HP, SUN, Accenture, CGE&Y, AMS, Business Edge
- Manage the entire sales process from cold call – to – contract close i.e. opportunity identification / assessment; coordination of sales activities across internal & external company organizations; RFP / proposal development; anticipate customer needs; build and manage trusted customer relationships;
- In depth understanding of Tier 1 & Tier 2 carriers back office OSS, BSS & CRM & OSP operations (i.e. CRM, Billing & Rating, Order Entry, Order Management, Inventory Management & Mediation etc)

### PROFESSIONAL EXPERIENCE

#### **Current Software Company** **VP of Sales – Telecom**

04/08 to present

(Hardware & Software for Remote Cell Site Facilities Management)

- Created and led front-line strategic & tactical business development initiatives in new Telecommunication vertical
- Closed United States Cellular cell site trial
- Shorted listed on AT&T Wireless \$250 Million Network Element Management Operating System (NEMOS)

#### **Applied Innovation (Acquired by KENTROX in May 2007)**

##### **National Account Director (100% Responsible for AT&T and QWEST Nationally)**

02/04 to 04/08

(Hardware & Software – IP Enabling Legacy Network Elements for Remote Site Alarm Management)

- **Sold \$36+ Million to AT&T** (combined) in 2004, 2005, 2006 & 2007
- **Sold \$5 Million to QWEST** (combined) in 2004, 2005, 2006 & 2007
- **Averaged 120% of quota**

#### **LeJournée Software (Start-up Lost Funding)**

##### **National Director of Sales – Telecom**

06/03 to 12/03

J2EE Enterprise Information Integration (EII) Software

- Spearheaded front line strategic & tactical business development initiatives into Tier 1 Carriers, Hardware Vendors and Big 5 Consulting / Systems Integration firms
- Successful in developing direct end user sales trials to Tier 1 carriers & strategic alliance partners
- Engaged in defining scope of requirements for a Proof of Concept with **SBC & Motorola**
- Engaged in defining scope of requirements for Proof of Concepts with **SUN, CGE&Y & SAIC** with Tier 1 Carriers
- In early stages of technical collaboration with **Sprint & MCI's** Strategic Enterprise Architecture Groups to define a POC around their vision of an Enterprise Customer ID (Single Customer Identity)

#### **Coshment Communications Technology,**

##### **National Director of Strategic Accounts**

01/02 to 05/03

*Billing & Customer Care, Convergent Mediation, SLA Management & e-settlements*

- **Sold \$800K** contract to **VERIZON** for a beta wireless content pilot project
- **HUNTER** in charge of selling new business into Tier 1 & Tier 2 Strategic Accounts across all telecom verticals i.e. – RBOC, LEC, IXC, Wireless, MSO, ISP & Satellite
- Key person developing/maturing strategic alliance with **HP & Accenture**
- Responsible for initiating, developing & maturing strategic relationship with second largest telecom service bureau
- Generated \$100+ Million Dollar Pipeline in 6 Months
- Short listed (**100M+ AT&T; \$18M ALLTEL; \$8M BELLSOUTH; \$5M RURAL CELLULAR; \$4M D&E**)
- Responsible for developing sales & pricing strategy for the U.S. & Canada

## **TWO OSS, LLC.**

### **VP of Sales & Marketing**

**11/99 to 1/02**

#### *Auto-Discovery Inventory Reconciliation of SNMP, TLI, CLI Managed Devices & Revenue Assurance Software*

- Reversed company from \$1M loss to break-even in under 12 months by renegotiating contracts with existing clients
- Turned start-up network OSS company's revenue around to \$4Million year ending December 2001
- Responsible for reinventing high tech start-ups **NEW** strategic product direction and sales / marketing campaigns
- Led company turn-around from pre-product stage through beta revenue stage Release 1.0
- Created Granite strategic alliance that would have generated 50% of leads and \$4 Million+ revenue over 12 months
- Created strategic alliance with Eftia, MOU teaming agreements for 2 Pilot / Proof of Concepts
- **Sold \$825,000** contract to Nortel Networks
- **Sold \$125,000** contract to Buckeye Telesystem
- Managed Sales & Marketing Department **5** strong

## **Widsor Telecom**

**3/98 to 11/ 99**

### **Director of Sales**

- HUNTER spear-heading front-line strategic & tactical business development activities for start-up (OSS) software
- Transacted sales of Order Entry/Order Management, Provisioning, Inventory Management & Electronic Gateway
- **Sold \$3 Million** contract to SBC
- **Sold \$1 Million** contract to a CLEC
- **Sold \$500K** contract to PSINET
- **Sold \$300K** contract to NET2000
- **Sold \$225K** contract to Omniplex
- Created Partner Relationships with Consulting Firms and Vendors (i.e. -- AMS, Business Edge, CGE&Y & Granite)

## **Schlumbergen - SEMA Group Telecom, Inc**

**6/94 to 2/98**

### **Regional Sales Manager - All States West of The Mississippi River**

- HUNTER Responsible For Developing and Advancing SEMA Products & Services in the U.S. Market Place
- Transacted Sales Billing & Customer Application Software to Wireless GSM Carriers
- **Sold \$600K** contract 3/95 to NPI Wireless
- **Sold \$800K** contract 7/95 to Conestoga Wireless
- **Sold \$7 Million** (3 year) contract 10/95 to Nutel PCS
- **Sold \$5 Million** (3 year) contract 4/96 Iridium N.A. (Affinity Marketing Group)
- **Sold \$5 Million** (5 year) contract 9/96 to Iowa Wireless
- **Sold \$1.6 Million** contract 10/96 to Motorola GSSD
- **Sold \$750K** add-on business 5/97 to Motorola GSSD

## **GENESIS INTERNATIONAL, INC., Hoffman Estates, Illinois**

**4/90 to 6/94**

### **Sales Director**

- HUNTER responsible for prospecting and securing profitable CRM & Billing Software Licensing & Professional Services to Tier 1 Service Providers (i.e., RBOCs, & ILECs)
- **Sold \$3.1 Million** contract 2/91 to Ameritech Small Business (CRM)
- **Sold \$2.5 Million** contract 8/91 to GTE Business Services (Convergent Billing Engine)
- **Sold \$800K** contract 1/92 to Ameritech Consumer Services (Billing SME Professional Services)
- **Sold \$350K** contract 4/92 to PageMart (Billing SME Professional Services)
- **Sold \$675K** contract 10/92 to SBC Small Business (CRM)
- **Sold \$1.7 Million** contract 1/93 to Ameritech Cellular (CRM)
- **Sold \$2.4 Million** contract 3/93 to Bell Atlantic Small Business (CRM)
- Sold Beta Proof of Concept 2/94 for possible OEM to HP (Mediation Translation Engine)
- Developed marketing plan for our company to identify market growth and product direction
- Researched, collected and performed competitive Marketing Intelligence

## **EDUCATION**

### **NORTH PARK UNIVERSITY, Chicago, Illinois**

B.A. Degree in Business/Communications, 1987