

Global Sales Marketing Executive

Marlin Nelson is a sales marketing executive with global / international business acumen. He has significant management and business development sales expertise and 25 years of experience in selling B to B complex projects and solutions in the telecommunications, security / intelligence, software, IT, utilities and consulting industries. Marlin is a member of a small circle of global sales marketing executives with professional and industry contacts on 5 continents. He is a global sales leader that brings senior management experience in Global Sales, Channel Management and Market and Business Development to companies who are seeking to expand their global footprints, intensify market penetration, build brand recognition, increase customer loyalty and improve bottom line profitability.

His experience ranges from start-ups to IPOs to industry leaders in B to B complex projects/solutions, enterprise / consumer software applications and wire line / wireless solutions including security, location based services, value added services and other radio access network (RAN) solutions. He is considered an expert on "Sales ECO Systems" for the security, intelligence, location based services and wireless industries.

He has established direct and indirect sales channels that increase company revenues, profitability, cash flow and market share. In past assignments as President and the Chief Commercial Officer he has had full P&L responsibilities in several global assignments.

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In January of 2011, Marlin joined Nice Systems (Intelligence Division) where he is responsible for business development and sales of location, security and intelligence solutions to government agencies and LEAs in North America. He is also a consultant for Nice's global sales organization for E911 / E112 location opportunities.

From January, 2009 until January, 2011 Marlin was a part of the management and consulting team for Endeavor Link (EL). EL provides outsourced global sales and business development for companies looking for new market entry strategies using EL's outsourced sales and business development organization.

During 2007 and 2008, he was the VP for International Sales for TruePosition. During this time he secured the first international order for TruePosition and built an \$800+ million global sales pipeline for location-based security and intelligence solutions for governmental safety and national security markets.

From 2001 - 2006 he was the Senior Vice President of Global Sales for a VC funded company, Cambridge Positioning Systems (CPS). While at CPS he opened the Americas and the Asia Pacific markets, including China, in addition to selling major OEM / system integrator agreements to Siemens, Ericsson, Nortel and handset software licenses to 12 of the leading mobile handset manufacturers.

Prior to CPS he was one of the founders and President / COO of a start up, BulletIn.net, an IP based email to handset solution. Marlin and the management team successfully sold Bulletin.net to a private investor.

Please go to marketing brochure tab which provides an overview of achievements and company history
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