

Marlin H. Nelson

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Executive Summary

As a senior global sales executive and business leader, I bring over 20 years of success and expertise in delivering results in challenging markets, at the highest levels of business. As an award winning sales leader and subject matter expert, I frequently deliver presentations at industry events on: wireless telecommunications, location technologies, the Internet of things, cyber security, machine-to-machine secure communications, government intelligence gathering solutions, public safety and mobile operator value added services. I excel at rapidly building, coaching, and leading highly successful sales teams, structuring channel sales organizations to quickly open new markets, and developing sales training programs that drive results in shorter timeframes. I bring a “hands on” approach to leadership and a vast network of global contacts—a key behind my ability to build innovative sales strategies, regularly capture multi-million dollar opportunities, and consistently exceed business goals.

Skills & Expertise

Sales Leadership	Internet of Things (IoT)	Global Operations
Business Development	Security / Intelligence	Technology Licensing
Strategic Planning	Machine-to-Machine (M2M)	Contract Negotiations
Market Expansion	Location Based Services (LBS)	Hiring Top Talent
Organizational Development	Cyber Security	Startups
Channel Sales	E911, E112 Public Safety	Training Programs
Process Improvement	Emerging Technologies	Government Sales
Efficiency & Optimization	Sales Forecasting	Proposal Development
Partnerships & Alliances	KPI Performance Management	Consulting Engagements
Key Account Management	Salesforce.com	Speaking & Presentations

Professional Experience

Consultant & Board Adviser | (2017 – Present)

Polymer Aging Concepts – Dahlonega, GA / Atlanta, GA

A U.S. Department of Defense funded startup and innovator in measuring the aging of polymers for a wide range of applications that include solid rocket propellants, industrial rubber products, and electric motors windings.

- Hired to create a commercial white paper to attract clients and potential investors, secure additional funding, and identify opportunities to commercialize the company’s technology beyond the Department of Defense.
- Develop key materials to support business development, including sales collateral, messaging, term sheets, and investor revenue models. Attend exhibitions and funding venues; deliver presentations to attract investment.
- Serve as a trusted board adviser in the areas of competitive threat analysis and strategy development for the prioritization of key commercial markets.

Director of International Sales and Business Development | (2013 – 2017)

FreeWave Technologies – Boulder, CO / Atlanta, GA

A global leader in industrial wireless and military unmanned systems, FreeWave Technologies provide critical communications solutions to government, public utilities, military, and commercial clients.

- Responsible for leading business development and sales of FreeWave wireless solutions with distributors, system integrators, value-added resellers, and OEMs. Identified, built, and managed an indirect sales channel and a global sales force. Led a team of seven direct reports and an annual expense budget of \$850K annually.
- Established a \$50M+ IoT sales funnel that addressed varied market requirements, leveraged in country industry connections, and effectively captured opportunities in the APAC, EMEA, LATAM, and Australia. Delivered complex solutions for intelligence, cyber security, smart cities and utilities, smart factories, and m-to-m communications.

- Managed a range of relationships with top global partners and customers that included: Honeywell, BAUD Telecom, Saudi Electricity Company (SEC), China National Petroleum Corporation (CNPC), Saudi Aramco, Bode Energy Equipment, Comintel, Encona, Ampere, Comision Federal de Electricidad (CFE), and PT Chevron.
- Developed and executed a comprehensive strategy to recruit, train, and manage all direct and indirect sales channels outside of the United States. This effort built an international Internet of Things sales funnel, effectively addressed varied market requirements, and successfully spanned multiple markets and industries.
- Won a \$1.2M deal with Mexico's Federal Electricity Commission (CFE), via selected reseller partner Ampere. Leveraged global contacts and partners, cultivated key influencers, and installed a successful test network.
- Sold and installed one of the largest pilots for a remote power plant to Saudi Electric Company, qualifying FreeWave as a vendor for over \$250M in security and control projects. Leveraged regional contacts, recruited BTC, one of the largest systems integrators in Saudi Arabia, and successfully ran the pilot six months without down time.
- Coached high-performance sales teams and delivered reports and forecasts to the leadership team on the quality and size of the sales funnel. Utilized Salesforce.com extensively to track KPIs and analyze real time sales data.
- Traveled internationally, 60% of the time, to meet onsite with customers; oversee sales operations; and keep an eye on developing trends, evolving security threats, and emerging opportunities.

Director of Sales & Business Development, Europe and the Americas | (2009 – 2013)

NICE Systems – Ra'anana, Israel / Atlanta, GA

A global provider of IoT solutions for public safety, intelligence, cyber security, location technologies, NICE Systems (NASDAQ: NICE) delivers solutions to large enterprise, governments, and public utilities.

- Directed business development and sales across the Americas and Europe by identifying and closing large opportunities with public safety organizations and government intelligence agencies. Acted as a client liaison to create customized solutions for high accuracy location technologies, and security risk identification and tracking.
- Indirectly managed more than 15 marketing, software development, and security professionals. Served as team leader for large opportunities and customer proposals, consistently exceeding established targets for sales and EBITDA. Delivered 5 major proposals representing required client solutions across 25 million mobile devices.
- Established a multi-million dollar deal pipeline of IoT, security, and smart enterprise opportunities throughout the Americas. Identified reseller channels for public safety solutions, worked closely with channel partners to deliver sales presentations, coordinate requirements with the proposal team, and conduct reseller training.
- Established NICE as a vendor to supply location technology for EENA 112 public safety members. Successfully lobbied the E112 commission in Brussels, delivering authorization to utilize NICE technology throughout Europe to locate cell phones without the need for GPS and creating a multi-million dollar pipeline.
- Developed multiple major opportunities for intelligence and location solutions, mentored HQ professionals to overcome customer objections and demonstrate solutions, and oversaw the development of successful proposals.
- Closed the first sale in the North American market with a \$3.3M intelligence solution for Quebec's provincial police force. Led the overall strategy, developed and coordinated a complex proposal over several months, and successfully dislodged a long-time competitor's incumbent solution.

Vice President of International Sales | (2008 – 2009)

TruePosition (Skyhook) – Berwyn, PA / Atlanta, GA

A leading provider of wireless location determination and intelligence solutions, TruePosition provides location expertise for the safety and national security markets.

- Led all business development and location solution sales outside of North America with a focus on channel sales to government public safety, intelligence agencies, and large state-owned enterprises. Managed an annual sales quota of \$1M, three direct reports, and a full team of eight personnel. Served as team leader for proposal efforts.
- Quickly built a \$100M+ location software and hardware opportunity pipeline for E112 and E911 public safety, national security, and intelligence markets. Generated the first revenue for the international division, identified six multi-million dollar EMEA opportunities, and closed a \$3M sale with a large intelligence agency.
- Recruited channel partners to gain entry into the exclusive federal, state, and military intelligence markets. Played a direct role in building trust and credibility while promoting state-of-the-art security solutions.
- Created processes to monitor and report on the progression of sales opportunities; negotiated systems integrator and VAR agreements; and led weekly executive strategy meetings to prioritize opportunities and close sales.
- Designed an interdepartmental process and framework to more efficiently present qualified sales opportunities and facilitate partner approval early in the sales process. This approach dramatically accelerated proposal approval, decreased legal contract review time by 80%, and reduced overall proposal time by 50%.

General Manager, LBS Software Business Consulting Practice | (2006 – 2007)

Openwave Systems (Unwired Planet) – Redwood City, CA / Atlanta, GA

A leading innovator of software applications and infrastructure solutions, Openwave Systems (NASDAQ: OPWV) enables revenue-generating personalized services in the mobile and broadband space.

- Responsible for establishing Openwave's Location Services Solutions business unit, identifying location based services (LBS) opportunities worldwide, and partnering with application companies and terminal manufacturers.
- Created and delivered downstream selling solutions seminars to 30 global wireless clients, oversaw sales teams throughout the 12 to 18 month sales cycle, and served in a support role to help close major deals.
- Secured technology trials with Vodafone-South Africa, Saudi Telecom (STC), Malaysian Telecom, and Optus. Closed a \$1M deal with Vodafone-South Africa; generated new multi-million \$ opportunities across the Asia Pacific region and the Middle East; and achieved first year bookings of \$1.5, exceeding target by 50%.

SVP Global Sales | (2001 – 2006)

Cambridge Positioning Systems – Cambridge, UK

A VC funded startup and innovator in location enabled software technology in the wireless industry, Cambridge Position Systems delivered high accuracy solutions for GSM and 3G devices.

- Led global sales and business development with chip set manufacturers, hand set manufacturers, and RAN vendors. Identified top prospects in the North American E911 market and successfully lobbied the FCC for technology implementation. Built the direct sales organization and managed teams in Europe and North America.
- Sold multi-million dollar location solutions to ATT, Cingular, and T-Mobile; closed \$8M in integration agreements with Siemens, Nortel, and Ericsson; and delivered a \$1.2M opportunity in China following a successful trial.
- Negotiated chip set licensing agreements with Texas Instruments and successful royalty licenses with handset manufacturers than included Motorola, Ericsson, Nokia, and Samsung.
- Exceeded revenue targets and penetrated new international markets

Early Sales Leadership Positions | (1990 – 2001)

- **President & EVP of Sales** | BulletIN.net – Atlanta, GA (1998 – 2001)
- **Vice President of Sales, Wireless Division** | Digital Transmission Systems – Atlanta, GA (1995 – 1998)
- **GM and CMO – Europe, Middle East and Africa** | Hayes Microcomputer Products – London, UK (1993 – 1995)
- **GM and VP Sales, European Region** | General Datacom Industries – Paris, France (1990 – 1993)

Education

Bachelor of Science, Computer Engineering

RCA Institute of Technology – New York, NY

Board & Advisory Appointments

Polymer Aging Concepts, Board Advisor / Consultant	2017 - Present
Bulletin.net, Board Member	1998 - 2001

Speeches & Presentations

Vodafone | Keynote Address: "Location Technologies and Services" – Johannesburg, South Africa (2008)

Petroleum Technology Symposium | Keynote: "M-to-M for Oil Field Production" – Beijing, China (2015)

Gitex | Presenter: "Secure Communications & Control for Utilities" – Dubai, UAE (2015)

Communic-Asia | Presenter: "Emerging M-to-M Communications" – Suntec City, Singapore (2014)

Smart City Exhibition | Presenter: "Secure Communications & Control for Utilities" – Riyadh, Saudi Arabia (2014)

Comms-Australia | Presenter: "Machine to Machine Secure Communications" – Melbourne, Australia (2014)

ISS World | Presenter – Washington, DC (2011)

Location Technologies Summit | Keynote Address: "Emerging Location Technologies" – London, UK (2004)