



MARLIN H. NELSON

Marlin Nelson is a global senior executive and business leader with more than 20 years of experience in building, coaching, and driving high performance sales organizations; delivering key relationships; and opening new markets for a range of companies. Mr. Nelson currently serves as a Consultant and Board Adviser to Polymer Aging Concepts, a U.S. Department of Defense startup and innovator in the measurement of polymer aging for military and industrial applications. In this role, Marlin is advising the Board on the competitive landscape, supporting the commercialization of company technologies, and developing strategies to prioritize and develop new markets.

Marlin comes from a strong sales leadership background, most recently with FreeWave Technologies, a global leader in critical communications solutions for government, military, public utilities, and corporations. As the Director of International Sales and Business Development, he captured new opportunities for wireless solution clients, built and led a global sales force, and created the company's indirect sales channel. Between 2013 and 2017, Marlin sold more than \$2M to CFE, Mexico's power generation and distribution company; established new revenue streams in Asia-Pacific and LATAM; sold one of the largest remote power plant pilots in Saudi Arabia; managed top relationships with global partners and customers; and established a \$50M+ IoT sales funnel.

From 2009 to 2013, Mr. Nelson served NICE Systems as the Director of Sales & Business Development, Europe and the Americas, where he developed large opportunities with government intelligence agencies and public safety organizations. In this role, Marlin established a multi-million dollar pipeline of IoT, security, and smart enterprise opportunities; delivered 5 proposals representing solutions across 25 million mobile devices; successfully lobbied the E112 commission to approve NICE as a location technology supplier across Europe; and sold a multi-million dollar software solution to a major North American public safety organization.

Previously, Marlin was the Vice President of International Sales for TruePosition (Skyhook), where he achieved first year bookings of \$3M and set up reseller partners throughout the Middle East, Africa, Asia Pacific, Latin America and Europe. While serving as General Manager for the Software Business Consulting Practice for Openwave Systems, he secured technology trials with Vodafone-South Africa, Saudi Telecom (STC), Malaysian Telecom, and Optus, and closed a \$1M deal with Vodafone South Africa. As the SVP of Global Sales for Cambridge Positioning Systems, he hired and managed a global sales team, sold multi-million dollar location solutions to top global telecommunications clients, negotiated a chip set licensing agreement with Texas Instruments, closed over \$8M in integration agreements, and closed a strategic opportunity in China for \$1M.

Mr. Nelson is a subject matter expert and regular presenter at global events on wireless telecommunications, IoT, location technologies, cyber intelligence gathering solutions, and secure machine-to-machine communications. Outside of his professional life, Marlin enjoys outdoor activities with his family, is an avid singer and traveler, and an instrument rated private pilot.

EXPERTISE

- Sales Leadership
- Business Development
- Market Expansion
- Strategic Planning
- Organizational Development
- Channel Sales
- Technology Licensing
- Training Programs
- Internet of Things (IoT)
- Cyber Security & Intelligence
- Machine-to-Machine (M2M)
- Location Based Services (LBS)
- Emerging Technologies
- Government Sales
- Global Operations
- Consulting Engagements
- Speaking & Presentations

BOARD APPOINTMENTS

Polymer Aging Concepts
Board Advisor & Consultant

Bulletin.net
Board Member – 1998 - 2001

CONTACT INFO

marlin@marlinnelson.com
+1 678.908.2430