

WILLIAM BROOKE

Atlanta, Georgia 30301

H: 770.255.5432

M: 404.611.1541

will@brooke.com

linkedin.com/in/willbrooke

SENIOR EXECUTIVE

Successful track record building profitable businesses for Motorola, Panasonic, NCR / AT&T, Northern Telecom and BellSouth

Distinguished 20+ year career introducing strategies to drive growth within intensively competitive markets – Expert in creating the vision, identifying opportunities, creating high-quality products and services, delivering strong revenues and profits, and positioning start-up and existing businesses for sustainable global growth.

Recognized for establishing, growing, and managing top performing teams – Skilled in recruiting, developing and leading engineering, business development, product management, operations, and logistics teams to consistently exceed goals across constantly evolving business and market environments.

Strong innovation, transformation, and growth leadership – Proven success in introducing standards, outsourced ODM/OEM/CM models, and operational best practices that have reduced operating expenses, improved quality, and increased production and overall market share.

Core Competencies

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|----------------------------------|--|------------------------------------|
| Strategy, Execution & Management | New Product, Service & Market Launch | Team Development & Leadership |
| Revenue, Profit & Market Growth | Deal Structuring & Contract Negotiations | Financial & Legal Transactions |
| Product Development & Marketing | Quality, Cost & Performance Improvement | Strategic Partnerships & Alliances |

PROFESSIONAL EXPERIENCE

MOTOROLA ■ Atlanta, GA, 2000 – Present

Vice President / General Manager

Recruited to define strategy and framework to successfully launch cable modem networking business – which had been previously attempted and failed twice. Drove the growth of cable modem network business, spearheaded the launch of new IPTV business and championed the development and launch of new xDSL business and products.

Full P&L responsibility for creating business plan and growth strategy, defining offerings and delivery models, establishing partnerships, and building operating infrastructure globally. Develop vision, mission and goals, identify profitability and revenue opportunities, define critical goals and success factors, establish clear objectives and practical action plans, foster innovation and risk taking, build teams, and establish relationships with vendors and partners. Manage team of 48 engineers, product managers, business development specialists, and operations / logistics personnel, 200+ partner resources, and R&D budget of \$29 million.

Successes & Solutions:

- **Built and launched new cable modem networking business within 10 months of hire – positioning Motorola as a leading provider of data services.** Championed ODM business model, established partnership with ODM in Taiwan, negotiated favorable contract to retain intellectual property, spearheaded the design, development and launch of multiple product offerings, and achieved positive cash flow and profitability within 6 months.
- **Grew cable modem networking business to 57% CAGR within 10 years, generating \$290+ million in annual sales and 22% EBITDA.** Directed efforts of internal team and 5 ODM partners in developing 200+ top quality products and shipping over 35 million units, **capturing worldwide leadership position with 34% of the market.**
- **Identified market need and leveraged outsourced partner relations to create and launch the IPTV and xDSL businesses.** Managed the development of new IPTV and xDSL/FemtoCell model product lines, which subsequently grew into separate businesses. **IPTV achieved 170% CAGR, generated \$380 million in annual sales and captured 14% worldwide market position within 5 years, and xDSL captured \$50 million in sales annually within 3 years.**
- **Championed the introduction of quality, cost reduction, and continuous improvement best practices to drive profit and market growth.** Instituted stringent quality requirements across product offerings, achieving product return rates of less than .001% with a 97% customer satisfaction rating.

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- **Spearheaded the establishment of new models and frameworks that lowered operating expenses and enabled the development of new products.** Created Inventory Postponement Model for European market, delivering \$800K in yearly savings. Instituted local manufacturing in Taiwan lowering product costs by 13%.
- **Recognized as a Top Performer for consistently exceeding established goals for last 4 years.** Selected into 2009 Top Talent Program, and chosen as a mentor to high-potential managers.

PANASONIC ■ Suwanee, GA, 1996 - 2000

Director of Marketing & New Business Development

Brought in to define effective strategies and operating structures to launch and grow new Personal Access Communications Systems (PACS) and subsequently Tri-Mode Cellular Handset businesses throughout North America for this global leader of electronic products.

Complete P&L accountability for establishing and managing marketing, sales, business development, positioning, communication, and corporate identity strategies to drive competitive growth of the Personal Communications Service (PCS) Division. Managed team of 15 across marketing, product management, and finance. Recognized as a top performer reporting directly to the President of US subsidiary and dotted line to SVP in corporate.

Successes & Solutions:

- **Successfully launched the PACS and tri-mode cellular handset businesses in North America, achieving 168% of targets and generating \$95+ million in annual sales.** Led team in conducting marketing and competitive analysis, establishing market segmentation and positioning strategies, creating product pricing and release plans, designing and launching marketing communication programs, securing relationships and negotiating contracts with carrier and system integrators, and rolling out emerging technologies into the marketplace.

NCR / AT&T ■ Duluth, GA, 1991 - 1995

Senior Marketing Manager / Product Manager / Group Leader

Successes & Solutions:

- **Drove the market introduction and growth of System 3500 SMP mid-range computer product line to \$230 million in annual sales within 4 years.** Managed and maintained R&D budget below 7% corporate target.
- **Chosen and successfully developed and implemented AT&T's wireless / hand held products retail strategy.** Conceptualized and built relationship with wireless hand-held ODM partners, and directed the development and launch of 20 major products to seamlessly integrate wireless technologies into hand-held devices.

NORTHERN TELECOM ■ Research Triangle Park, NC, 1988 - 1991

New Business Development Manager

Successes & Solutions:

- **Drove the launch and marketing of newly purchased \$12 million Inter-Exchange Carrier business, Data America.** Initiated strategy to migrate corporate traffic from VAN to Data America, reducing costs by 30%.
- **Created strategy to deploy Data Over Voice (DOV) technology to increase Regional Bell Operating Companies' public packet switched traffic to ensure long-term equipment sales,** which evolved as new service.

*** Additional Experience ***

BELLSOUTH ■ Atlanta, GA

Director of Innovation & Development

- **Recommended and led the introduction of new Product & Cycle Time Excellence (PACE) methodology to launch new products & services into the marketplace, leading to the capture of \$12 million in new revenue.**

EDUCATION & ACHIEVEMENTS

Master of Business Administration ■ UNIVERSITY OF CALIFORNIA, LOS ANGELES (UCLA)

Bachelor of Science in Business Administration ■ COLUMBIA UNIVERSITY

Lifetime Member, The Honor Society of Phi Kappa Phi

Lifetime Member, The International Honor Society of Beta Gamma Sigma