

# CARLTON O'NEAL

(760) 685-0855

## Qualifications Summary

- 25 years of worldwide sales and marketing experience both teaching and leading teams in 35 countries
- Demonstrated ability to sell products and services into all levels of small, medium, and large companies
- Success building marketing and sales organizations from the ground up and managing effectively
- Proven ability to set sales, market strategies for new products and execute plans to get to first revenues
- Skills in marketing, business development/sales, product management, regulatory, legal, and operations

## Experience

08/12-present **UNIVERSITY OF SAN DIEGO**, San Diego, CA

### Clinical Professor of Marketing

- Developed and teach Professional Selling (MKTG330), Fundamentals of Marketing (MKTG300), Business to Business Marketing (MKTG494), The CEO's Chair (BUSN494) to undergraduates, and Negotiations (MSRE505), Marketing and Sales (CMBA504), Marketing (GSBA504), Marketing and Sales (MSGL531), Professional Selling (GSBA 594) to graduate students
- Developed and teach Global Sales Strategies in the Global Strategies Certificate Program
- Established and lead USD's award winning Sales Team at national and international competitions
- Teach German MBA students, led students to Rio de Janeiro and Munich for GSBA Practicums
- Teach Marketing and Sales in the Professional and Continuing Education Certificate Programs

04/10-present **UNIVERSITY OF CALIFORNIA SAN DIEGO**, San Diego, CA

- Teach Sales for the ESPE program and Marketing in LAMP in the UCSD Extension

04/08-present **ASPRIRATION MARKETING**, San Diego, CA

### Founder and Principal

- Provide strategic sales and marketing consulting services to business professionals ranging from entrepreneurs to senior managers in early stage to large enterprises to help companies train and manage their employees to successfully sell and market their products and services worldwide.

04/07-04/09 **PROXIMETRY**, San Diego, CA

### Vice President-Marketing and Business Development

- Led all marketing and business development functions for company focused on performance and networks management solutions for multivendor, multifrequency, multiprotocol wireless networks
- Establish strategy and contacts for segmenting market and pursuing highest potential customers, partners including enterprises, carriers, municipal governments, and systems integrators

12/02-04/07 **ALVARION**, Carlsbad, CA and Tel Aviv, Israel

### Vice President-Marketing

- Formulated large carrier/systems integrator strategy (BellSouth, Sprint, Verizon, SBC, Lucent, Nortel)
- Managed all marketing and business development functions for North America
- Key member of CEO's strategy team for setting Company's future direction overall and positioning
- Promoted after one year to run Corporate Communications worldwide managing people in 4 offices
- Helped grow company revenues by 100+%, create 5x stock appreciation

3/98 – 11/02 **ENSEMBLE COMMUNICATIONS**, San Diego, CA

### Vice President-Marketing (and Sales, 3/98 to 7/00; Latin America Sales, 11/01 to 11/02)

- Hired as first non-founder to lead marketing and sales and built team to \$20 million in revenues
- Developed first carrier customers (Adelphia and NTT) and first OEMs (ADC, DMC Stratex, Lucent, Panasonic) including execution of each contract for \$40 million in sales and a \$500 million funnel
- Recruited and managed 17 person group marketing and selling company's broadband wireless system
- Pioneered WiMAX market including helping to found the WiMAX Forum, be its first VP Marketing
- Managed \$3 million annual budget and met budget every quarter

### Marketing

- Identified the most lucrative markets/customers reviewing more than 25 countries
- Set, managed all pricing for products and system components based on internal and external factors
- Planned and led the creation of the full complement of product marketing materials including website

- Led the planning and execution of more than a dozen tradeshows/conferences worldwide each year
- Initiated the global use of public relations resources to bolster image with customers in key markets

Business Development/Sales

- Established market presence in the United States CLEC market and developed numerous international markets-Canada, Korea, China, Malaysia, Japan, Sweden, UK, Germany, Italy, Brazil, and Mexico
- Sales lead for company's initial customers up to and through contract closing
- Established deployment and financial modeling function to increase customer purchases

Regulatory

- Managed regulatory strategy, staff, and contacts to ensure product acceptance worldwide

Product Management

- Wrote the company's initial product plan and negotiated its contents with Engineering
- Led the establishment of a Product Management Group/Process to improve product leadership

7/95 – 3/98

**BOSCH TELECOM INCORPORATED (formerly TI's LMDS Division), Dallas, TX**

Vice President-Marketing and Sales

- Executive team member and helped execute strategy to sell TI's LMDS business to Bosch Telecom
- Built, managed 20 person group marketing and selling products in North America and worldwide
- Public spokesperson for Company including authoring articles, giving interviews, making speeches
- Conducted domestic and international customer negotiations for initial systems sales
- Managed \$5 million annual budget and met budget every quarter

Marketing

- Planned and executed a complete revamp of all marketing materials including renaming product
- Renegotiated existing public relations and other contracts for \$144,000 annual savings
- Established a web site to provide information and collect inquiries
- Segmented market, identified audiences and key messages, and led the creation of market plans

Business Development/Sales/Regulatory

- Mgd customers in 20+ countries (Ameritech, BellSouth, GTE, Retevision, BellTel, Telefonica, Telmex, AG Telecom, Telia, Ericsson, Avantel, Maxlink, Airtouch, Teligent, US West, Time Warner, Lucent)
- Established new customer contact process to maximize sales work with highest potential customers
- Managed regulatory and analysis of competitors to maximize market potential for our products

Product Management

- Established new department and introduced a Product Management Process
- Led development of product strategy based upon market, financial, and technology factors
- Led the development of the product plan for first product and the business plan for first customer

5/93 - 7/95

**OCTEL COMMUNICATIONS CORPORATION, Dallas, TX**

Senior Product Manager-OcteLink

- Hired, trained, managed a 5 person marketing, sales, product mgmt group with a \$1 million budget
- Led cross-functional team to develop product including representatives from all departments to create Market Requirements Specification and Product Plan including market and product strategies
- Developed marketing materials and led initial sales activities including strategy and sales calls
- Produced competitive analyses, technology assessments, and directed patent efforts for technology
- Led strategic alliance efforts and negotiated beta agreements with Fortune 500/RBOC customers
- Prepared pricing analyses and financial models including market forecasts, costing, IRR and NPV
- Conducted marketing and product status presentations to executive staff and Board of Directors

5/91 - 5/93 &  
6/90 - 8/90

**BAKER & BOTTS, L.L.P., Dallas, TX**

Associate-Corporate Department

- Drafted, negotiated software licenses, services contracts, computer leases, general telecom contracts, and coordinated corporate transactions including IPOs, private financings, mergers/acquisitions

8/84 - 5/90

**SOUTHWESTERN BELL TELEPHONE COMPANY, Dallas, TX**

- Worked in various jobs over 6 years from operations to marketing, regulatory, and business planning
- Selected as Company Key Contributor, Company All Star, and top performer in District several times

**Education**

8/88 - 5/91 **SOUTHERN METHODIST UNIVERSITY** (Dallas, TX)  
*School of Law; Juris Doctor Honors: Top 1/3 of class; Law Review; Moot Court Finalist*

8/85 - 12/87 *Cox School of Business; Master of Business Administration Honors: Valedictorian, Beta Gamma Sigma*

8/80 - 5/84 **ROSE-HULMAN INSTITUTE OF TECHNOLOGY** (Terre Haute, IN)  
*Bachelor of Science, Electrical Engineering*

