

JESSE VERANDO

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Summary:

Sales, operations and technology executive with 20 years progressively responsible experience developing and implementing technical solutions that drive revenue, increase market share and improve profitability.

Experience:

TWD COMMUNICATIONS, INC. Dallas, TX May, 1998 – Present
\$150 million publicly traded, regional telecommunications provider with 25,000 employees in eleven states.

Vice President - Network Operations & Service Delivery (June, 2002-Present)

Serves as technical leader of all company-wide network support and service delivery functions with responsibility for development of the strategy to reengineer operations to improve client satisfaction and increase revenues.

- Re-engineered Network Operations Center (NOC); reduced call times 51%; increased service levels 27%
- Merged back office operations following acquisitions; reduced payroll expenses by \$680K
- Reduced network expenses by 70% through the launch of advanced broadband technologies
- Implemented an automated broadband program; reduced call volume by 53% and saved \$100K annually
- Reduced service outages and impairments by 51% and improved mean time to repair (MTTR) by 70%
- Hired and led a management team of eight professional who successfully implemented a new service delivery vision

Managing Director – Systems integration (April, 2000 – June, 2002)

Led the integration of two Data Networking Integrators into D&E with a P&L responsibility of \$23M

- Oversaw the sales, operations, customer service, finance, HR and IT for Systems Integration Division
- Increased division revenue by 9% in 16 months
- Coordinated all service delivery aspects of \$200 million telephone company acquisition
- Managed team of 200 union and non-union technical and operations employees

Director of Sales & Operations (January, 1999 – March, 2000)

Managed 70 employees in the sales, installation and service of business phone systems & data networks

- Grew revenues by 43% and improved EBITDA by 57% over a two year period
- Performed due diligence on data networking integrators to evaluate acquisition potential
- Created the integration roadmap that was later adopted company-wide for all mergers and acquisitions

Manager – Data Networking Sales (February, 1998 – December, 1998)

Led team of 35 sales, marketing and customer service employees in small-medium business niche

- Increased revenue 20% launching a sales channel program and a focus on cross-selling opportunities
- Improved EBITDA of ISP division by \$1.7 million year over year; led surge in revenue growth
- Prepared and presented pre-IPO road show which resulted in successfully taking ISP division public

TELEX, INC.

Pittsburgh, PA

May, 1989 – January, 1998

National, privately-held leader in residential and commercial telecommunications services with 23,000 employees in eleven states

Principal – Data Network Evolution Planning, Marino, TX (May, 1997-January, 1998)

Directed broadband network evolution plans that set strategic direction for ATM, ISDN and DSL

- Created network deployment guidelines & strategic business plans for data network architecture

- products; increasing sales by 10% in 1997
- Recognized as ATM networking staff expert by company Board of Directors

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Senior Product Manager – Network Services, Marino, TX (November, 1996-April, 1997)

Responsible for developing market plans, deployment strategies, sales promotions and procedures for ISDN and DSL

- Created sales collateral and trained 30 sales representatives
- Increased ISDN sales by 65% nationally

Manager – Sales Operations, Marino, TX (December, 1995-October, 1996)

Developed sales support materials, incentive campaigns and field training tools for new products

- Created sales collateral materials for use in Circuit City and Home Depot stores
- Sold \$57 million in revenues through launch of 14 new products in eight months
- Awarded ITVA's prestigious Gold Award for outstanding production of training video

Marketing Manager – Network Services, Pittsburg, PA (February, 1995-November, 1995)

Led channel development of SONET network integration with CLECs and CATV franchises

- Managed regional staff of seven
- Grew high-capacity broadband network revenue by 34%

Manager – Video Services, Pittsburg, PA (December, 1993-January, 1995)

- Established local broadband ventures in PA and NY
- Sold first fiber-optic distance based learning network in NY

Account Executive, Pittsburgh, PA (December, 1989-November, 1993)

- Exceeded annual sales objectives of for five consecutive years
- Sold sophisticated solutions to Fortune 1000 companies in South Central PA
- Received award for top sales performance – 1990, 1991, 1992, 1993

Military Experience:

Lieutenant Commander, Supply Corps Officer, U.S. Navy Reserves (May, 1993-Novemeber 2006)

Held leadership positions including Executive Officer and Officer-in-Charge of high-priority air logistics unit; conducting logistics planning, management & inventory control for 700-person Construction Battalion

- Recognized military expert in directing expeditionary air logistics supporting various military operations around the globe including Operation Enduring Freedom and Operation Iraqi Freedom
- Honored with 24 Navy and Department of Defense military decorations including the Joint Service Commendation Medal, the Joint Service Achievement Medal, 4 Navy Commendation Medals, and 2 Navy Achievement Medals
- Earned two warfare designators; Seabee Combat Warfare Officer and Naval Aviation Supply Officer
- Top-Secret/SCI clearance
- Honorable Discharge

Education:

Master of Business Administration (MBA) - 1992
Bendel University, Rochester, NY

Bachelor of Science in Electrical Engineering - 1989
Pennsylvania State University, Harrisburg, PA