

ED WADBROOK

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Executive Summary:

- 20 years transforming industries, solution portfolios and organizations; delivering sustainable early mover advantage in the communications and collaboration marketplace at AT&T, Lucent, NBX, 3COM, Sonexis, Microsoft and Avaya.
- Business driver behind numerous industry innovations including Unified Communications, Session Managed Contact Centers, SIP, Audio/Web Collaboration, VoIP, IP-PBX systems, 3rd party VoIP & CTI Developer Programs.
- Driven cross organizational, cross company partnerships with HP, Skype, BT, Avaya, Cisco, and Novell accelerating time to market of highly integrated solutions, with expanded market coverage and lower cost of sales.
- Consistently developed integrated solutions with strategic control points; securing increased share of customer investments, increased market share, profitability and leadership standing amongst customers, partners & analysts.
- Successfully and repeatedly driven margin improvement initiatives; lowering COGS and operating costs at Lucent, NBX, Sonexis, Avaya and Empirix.
- Unified Communications Executive delivering business value and technical solutions across the range of customer executives and operational teams, sales, marketing, R&D, channel & technology partners and analysts communities.

Professional Experiences & Achievements

Vice President – Product Management and Business Development *Empirix Corp*

2010-present

Currently lead our Enterprise and Service Provider Services Assurance Portfolio; >\$80M in global business vitalities, supporting 6 solutions-oriented Product Managers working across the US and Europe. This is an expansion of my initial role as Business Development Lead for Unified Communications channel initiatives.

January 2011, drove the transformation from 3 Business Units to One Empirix; establishing a single, solutions-focused Product Management and R&D organization that develops Business Analytics Solutions for Mobile Broadband providers, Real-time Monitoring for Enterprise and Service Provider Networks, and Contact Center design verification solutions. Our Enterprise UC strategy supports Avaya, HP, BT, Microsoft and Cisco and we are expanding into adjacent markets with Video & OTT service elements.

To enhance our positioning and competitive differentiation, we developed the Empirix Solutions Architecture (ESA), a multi-tiered model that delivers business benefits higher up the value chain for circuit, packet and mobile broadband networks. In addition to its marketing and sales appeal, ESA guides product requirement and functional specification designs with well defined application and services interfaces that leverage our agile development environment.

Senior Director –Unified Communications (UC) Product Management *Avaya Corporation*

2008- 2010

Avaya Aura™ Product Management organization leader, a \$400M communications and collaboration software and server portfolio targeted primarily at enterprise accounts, supported by 22 Global Product Managers. Early 2009, transformed the product management organization from 7 technology silos into a single, solutions oriented organization that drove tighter integration of products and services and delivered solutions within a semi-annual release cadence. I also co-lead the Avaya/Nortel UC solutions integration effort, developed a phased integrated roadmap with multi-year investment plans that leveraged Avaya Aura™ architecture, brand, channel programs and solution delivery model into the Nortel base.

To drive share growth, accelerated the transition from direct to indirect model by developing “channel ready solutions” centered on simplified design, pricing, provisioning, implementation and support structure to increase sales into the competitive base. This required an additional level of training, provisioning, configuration tools and collateral which over time, we unified under the Avaya Aura™ architecture and brand.

Partnerships with Acme Packet and HP under their Alliance ONE program allowed us to quickly add new competitive UC control points, increased market coverage and deal size.

To improved gross margins, I lead the 1st UC shift to virtualized, software-only and server agnostic solutions that lowered COGS and OPEX, shorten quote to cash cycles while reducing direct and channel discount levels.

Worked closely with the analysis community, positioning Avaya Aura™ for customer’s emerging SIP based networks and Contact Centers; improved our ranking in Gartner’s Magic-Quadrant and other analysts’ views.

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Senior Director – Unified Communications (UC) Strategy and Business Development **Microsoft Corporation**

2004- 2008

Recruited by Microsoft to lead their UC strategy and accelerate the transition from Enterprise IM product to rich UC solution with accompanying Go-2-Market channel model. Lead a cross-organizational team in defining, developing and communicating our UC strategy and business plans to Microsoft's Senior Leadership Team and secured funding to create the Unified Communications Group within Microsoft's Business Division.

Accelerating our UC roadmap deliverables with quality and competitive products drove our inorganic growth initiatives. I lead the 1st UC related acquisition; buying media.streams, a Swiss firm that has become a key element of the UC portfolio and R&D team. I was accountable for the due diligence, valuation and integration of R&D, marketing, product management and channel partners; successfully completed the acquisition in 60 days.

UC was at a nascent stage in 2005 when I conceived of and established UC-Delta Force: a team of senior level industry experts chartered to deliver Microsoft's UC vision, strategy, value proposition and roadmap to thousands of customers, partners and account teams in an effort to secure UC sockets through customer trials prior to having general available products in market. This effort slowed the adoption of IP-PBX systems as customers opted for UC trials in lieu of PBX upgrades. The Yankee Group reported that our "Put down the Pen" strategy directly influenced 10% of customers who deferred IP-PBX decisions.

To drive global expansion, worked directly with BT Senior leadership team in the development and joint funding of a new Flex-work/ Nomadic offering that propelled BT to #2 in MSFT UC sales and generated \$100M in FY11 sales for BT.

In 2008, I was accountable for worldwide voice revenue and "Lighthouse" wins, serving as Lead for Incubation Sales and Technical Professionals community; achieved 122% of revenue plan with a qualified customer funnel over 200% of target.

Senior Vice President Product, Marketing, Business Development & Strategy **Sonexis Corporation**

2002-2004

Recruited as one of three executives to replace existing management team and lead the company through a transition from an ASP audio platform developer to a customer premised audio & web conferencing solution supplier. I was accountable for corporate strategy, business planning, marketing, product roadmap and support services; generating \$2M in year 1 revenues.

Serving as CMO, lead the corporate re-branding initiative as we transitioned from e-yak to Sonexis. We integrated our branding effort with lead generation campaigns and achieved 20% quarter over quarter improvement in sales-to-leads ratio, driving higher revenue constructs while lowering cost of sales to <10%.

Drove the design of a new product platform that improved competitiveness by doubling system's capacity with only a 10% increase in COGS. New solution expanded the size of our addressable market and delivered greater than 80% gross margin. Working with key suppliers, raised product quality appreciably and lowered factory defect rate by 90%.

Executive Director- Strategy, Business Development and Solutions Marketing **3COM Corporation- Communications Systems Division**

1999-2002

3COM acquired NBX Corp in the spring of 1999. I was promoted to lead Strategy, Business Development, and Solutions Marketing and managed P&L of 3COM's VoIP portfolio ranging from IP-PBX, Switches, Gateways and Routers. Delivered 500% revenue increase from 1999 to 2002.

Integrated NBX portfolio into 3COM business planning and operations model, delivered an international version of the portfolio and Go-2-Market programs in the first year. To increase market share, we developed and managed ISV VoIP developer program, recruited more than 25 application development partners during the first six months, closed key gaps in our solutions which drove faster adoption of 3COM's IP-PBX, switches and gateway platforms.

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Vice President- Product, Marketing, Business Development & Strategy
NBX Corporation

1997-1999

Joined NBX at its inception, and rose to Officer Level in the 1st year. Defined product architecture, applications, provisioning and service requirements for the world's first commercial available IP-PBX: NBX100 CS.

Chief Marketing Officer, for a new market, new technology and new company; responsible for all externally facing communications: branding, market / industry positioning, product messaging, lead generation and analyst-press relationships. Lead the industry discussions on "Business Applications for VoIP", presented at industry and partner events including Comdex, COMNET, VoIP, Voice-Con & CTI.

Business Planning and Strategic Development lead; secured \$16M in venture capital funding over two rounds, ultimately lead to 3COM's acquisition of NBX Corp. During the due diligence, acquisition and integration phase, served as business and technical lead on partnership programs with Cisco, Microsoft and 3COM.

Managing Director- Marketing, Product Management, Sales and Sales Management
AT&T and Lucent Corporation

1982-1997

Industry Account Executive, promoted to Voice/Data Sales Manager, Technical Sales Engineering Manager and eventually, Marketing and Customer Support Manager. Consistent top performer, served on Council of Leaders- Top 3% Sales.

I collaborated with Bell Labs in the development of CTI middleware products; TSAPI and IMAPI. Partnered with Novell and Microsoft, delivered TSAPI certification, distribution and support programs and successfully recruited leading PBX vendors with a combined share of ~80% of installed PBX and Call Center systems.

Defined multimedia communications services for Definity PBX. Worked with Bell Labs and customers in determining functionality, user experiences and API specifications, co-developed Intuity Message Manager and was a Bell Labs "Partner of Choice" recipient.

Education

Formal Education: BS in Marketing and Minor in Economics from University Rhode Island, 1980

LinkedIn –
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References available upon request