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**PROJECT MANAGEMENT/NEW BUSINESS DEVELOPMENT EXECUTIVE**

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### Professional Strengths

- Channel Partner Programs
- Product Management - Concept/life cycle
- Sales – New Distribution Channels
- Product Introductions & Turn-Arounds
- Document/Content Imaging Storage Systems
- Advanced Communication Solutions
- SaaS Cloud Services
- Dir. Business Marketing Programs
- IT Business Analysis & Process Management
- Marketing Communications – National Programs
- Interactive Video/Imaging Systems
- Leadership

### Professional Profile

**Project Manager** with a proven track record of launching and building very successful products and services from concept through life-cycle management. Twenty plus years of experience in designing; implementing and management of strategic projects for the Telecommunications and Computing industries. My recent focus has been on the introduction of new services to the SMB market. **Subject matter expert on SaaS Cloud Services targeting Small Business.** I also recently manage the introduction of complex new innovative network solutions that integrate wireless and wire-line broadband offer. I also bring strong team building and process management skills to the group.

### Areas of Expertise

**Project Management** – managed/develop the introduction of new services through entire life cycle. Manage cross group teams, business planning, IT Development and GTM strategies. Proven track record of Delivering key projects on-time and within budgets.

**New Business Development - SaaS Cloud based services with a focus on the SMB market.**  
New Integrated wireless and wire-line applications solutions that support wireless and wire-line systems. Managed key partnerships, managed and evaluated vertical industry markets; identified partners; develop term sheets, business case development, define processes, identified IT Resources; funding, status reports and sales support readiness.

**Marketing Channel Programs** - Track record of outperforming revenues goals to record levels, introduced new multi -Tier incentive programs at were design to create more sales. Also implemented online Referral programs resulting in new significant revenue streams for indirect channel.

**Marketing and Innovation Advocate AT&T Labs** – Introduction of next generation of services, Subject Matter Expert in Multiple areas focus on demand video applications. Responsible for marketing AT&T Labs technology to 3<sup>rd</sup> party partners. Represented Labs at Congressional hearings on emerging technologies and special projects. Initiated Innovation Forum which resulted in millions of dollars in new sales and positioning with major clients.

**Marketing/Government Sales Specialists** – Combines sales expertise, with technology solutions defined to meet customer needs, define business plans and direction and strategies along with competitive data. Strong negotiation skills. Represented company on a number of government panels

**Marketing Communications** – Designed Multimedia Centers around the country and establish presentation guidelines. Designed Broadband Room of the Future for Press announcement. Produced Multimedia presentations and over 60 product videos, demonstrations, trade shows including the 1996 Olympics.

**Marketing Programs** - including National Advertising & DRTV campaigns, product demonstrations, product & services collateral; training programs; sales support initiatives; special incentive programs; partnerships; media training; keynote presentations .....

**Technology Subject Matter Expert** – Future and emerging technologies directions: *Cloud Services*, Wireless Applications; Streaming Video Internet applications (patent). FiOS; Data Visualization tools, RFID, IP, Network Document and Content Imaging Systems, 3G & 4G Wireless, Messaging, Voice; Speech to Text & Text to Speech, Network On demand Printing and Photo Services, Basic and advanced telecommunication networks.

## *Synopsis of Career Experiences -*

*Verizon*

*Sept 2008 - Present*

AdResponsible for leading the building of integrated offers between Wireless and Wire-line Business Units. Manage all aspects of project. Business Planning; GTM Strategy, System testing, and resolve issues. Offer consisted of Verizon Broadband (FiOS) offer and Wireless Devices offers.

Verizon Mass Business Group - ***New Business Development - SaaS Cloud Services Partnerships Responsible for Cloud Services*** - Strategic alliances. New Business Development.

Launch new SaaS Cloud services and develop project strategy. Business case development, Competitive Analysis; Partner Evaluation Process; Project Management (BRD, JRD) requirements and Cross Group team management .

### **Results**

Took over project and was able to Introduced First Integrated wireless/wire-line Quad based bundle offer on time. Sales far exceeded all sales quota projections. Introduction of initial SaaS cloud base services by telecommunication

**Communications Consultant - AT&T (TEK Systems)**

**April 2005- Sep 2008**

**Business Analyst Consulting Services - Hired by AT&T as a Consultant to manage new product offers.**

Responsibilities include managing the project from concept to launch, kept project deliverable's on track. Managed a cross group team of individuals to ensure project would be delivered on time. Review test requirements, escalated issues as needed, identified resources, provided status reports. Coordinated sub-team working & planning sessions.

**AT&T - Alliance Channel Programs**

**Sept. 2000 – Dec. 2004**

**Position Overview - Management of Multi-Tier and Referral Program**

– Reported to VP of the Alliance Channel

### **Major Challenges:**

Increase new customer base, increase sales, increase partnerships, increase revenues, increase mind share

### **Results**

Managed & built Alliance Channel Tier Programs from concept that resulted in revenues that generated over \$1.0 billion dollars in 5 years. CRN Magazine selection as the *best Channel Program in the industry 2 straight years*. Built on-line web based program with only 3 people that generated additional \$40 million in new revenues in one year.

Developed Channel Programs and *strategic relationships* that created new sales distribution channel for corporation Managed and built the Alliance Channel Multi-Tier and Referral Programs resulting in significant revenue growth to the corporation and partnership loyalty. Business grew over 150% year over year.

Managed and formed the Executive Perspective Program with key partners to review ways to improve program.

Member of Senior Leadership team responsible for establishing partner strategy; criteria and direction of programs.

Track record of outperforming revenues goals to record levels,

Built relationship with key officers' and partners – CompUSA, Staples, Olympus, Kodak, Kyocera, Dell, NCR .....

## **AT&T Labs Technology and Innovations**

**July 1996 – Sept. 2000**

**Position Overview** – AT&T Labs Innovation and Technology Director. First person selected to this new position within AT&T Labs Research from Business Unit. Responsible for identifying and prioritizing which research projects would be brought to business teams. Reported to Executive Director and President of AT&T Labs Research.

### **Major Challenges**

Creating a revenue stream for Research. Responsible for evaluating technology projects under development and determine commercial viability. Established licensing agreements and technology transfer process with Business Units and external companies.

### **Results**

Established process for funding of key customer projects and technology transfer.

Negotiated key sales and licensing agreements and partnerships. Resulted in millions of dollars in key sales. Patent Holder for on-line Digital Video Streaming based technology and compression technology.

Selected to support key government initiatives as an adviser on advanced communications.

Supported corporate strategy team on evaluating outside firms regarding potential partnerships including Cable Companies.

Designed broadband room and technology center in Menlo Park, Ca. & Basking Ridge, NJ for CEO press meetings.

Created and introduced the AT&T Innovation Forum Showcasing Advanced Telecommunication services resulting in multi-million dollar revenue stream. This event became the Telecommunication event on the east coast.

Managed entire program demos; speakers.....

Selected to be corporate *spokesperson to the President's Cabinet on Innovation*. Presented to US Senate and gave key note address hosted by the Secretary of Health. Participated on multiple standard groups and supported other government initiatives.

## **Network Imaging Services**

**May 1995 – June 1996**

**Position Overview** – Reported to Executive Director. Selected to manage AT&T Network Imaging Group and Xerox strategic relationship. Requested to return to AT&T to manage the AT&T/Xerox “Network Print On-demand” service.

### **Major Challenges**

Replaced existing management team. Introduce new processes and redefined market direction for on-demand network services with strategic partners.

Managed all aspects of business segments establishing goals and objectives for Multimedia services.

Build team consisted of Xerox, Bell Labs, product management, marketing, public relations, contract management and customer care.

### **Results**

Focused team and within four months successfully launched the service with executive support from both firms.

Designed marketing and results tracking program

Successfully built cross team, service launched on-time

Selected to represent corporation at major Print, Photo and Imaging conferences.

National News coverage and sales through select partners

Document Management and Imaging Systems- Designed, conceived and secured funding to build this new service.

## **NCR**

**Sr. Industry Product Marketing Manager – reporting to NCR Officer – NCR Jan. 1992 – April 1995**

**Position Overview** – Replaced existing management team; grew new businesses in imaging, managed account transfer from AT&T. Responsible for the introduction of Imaging Solutions to Financial, Retail, Healthcare, Commercial, Insurance, Manufacturing, Education, Government, Transportation markets – Promoted to Director (exceeded forecasts)

### **Major Challenges**

Managed NCR Content Imaging Services launch and transition of AT&T Imaging accounts to NCR.

Managed sales force to assist in complex imaging sales and services

Business plan for business and consumer channel initiatives within each industry sector.  
Managed hi-speed check processing system  
Grow customer base and revenue

### **Results**

Selected to manage group resulted in \$50 million in sales in four months.  
NCR selected me to replace existing management Team and manage their Imaging group. Sales were at 120% of quota 3 years that I managed this group before being asked to manage a new effort at AT&T.  
Selected to Executive Management Programs. Selected as employee of the month.  
Built product management/ marketing communications teams for of NCR's New Imaging Processing systems.  
Customer testimonials; story placement; marketing collateral's; press releases; Customer and Partners Forums, Sales; key partnerships; business results; strategy and direction.  
First video enabled ATM devices – American Airlines contract.  
Introduced 1 to 1 marketing concept to sales/marketing team.  
Built overlay technical sales force resulting in 120% of attainment for three years in a row.  
Recruited high profile partners within specific industry segments. Grew channel partnerships.  
Named as one of four managers to form cross group Strategic Telecommunication & Computing technology and business initiatives team. Responsible for (Wireless) including McCaw acquisition team. Reports were presented to the chairman's office.  
Manage OCR effort with Bell Labs regarding high speed check readers resulted in the 7731 OCR Offer from NCR that was successfully sold to financial/retail institutions.  
Represented AT&T/NCR in Washington on issues regarding new computing regulations (CSPP).

## **Marketing Imaging Group**

**Jan. 1991 - Dec. 1991**

### **Position Overview – Selected to manage New Document Imaging Group,**

#### **Major Challenges**

Build new marketing team , generate multi-million revenues with limited funding

#### **Results**

Created a new business proposal for AT&T resulting in the formation of a new Imaging business organization.  
Selected to manage program, generated \$40 million in four months with partners.  
Formed Imaging organization. Managed all aspects of team from multiple areas including Labs development.  
Spearheaded Project Picasso – Impact of Imaging and Multimedia Services on networks with Corporate Strategic Planning group.  
Selected to manage NCR Imaging Group after acquisition.

## **AT&T Product Marketing/Marketing Communications**

**March 1984- Dec. 1990**

AT&T Computer Systems – Marketing Manager for initial Computer product offerings. (Olivetti).  
Worked closely with AT&T Bell Labs on creating new Enhanced Services for our PC products resulting in Fax Boards; Voice Cards Software and Imaging products for PC's. Responsible for all Product marketing collateral's; Executive presentations; multi-media and content.  
Signed with AT&T as a multimedia consultant. One of the first people trained/certified in multimedia.  
Managed new state of art executive communications center responsible for all executive visits.e  
Managed major trade shows and special events including the Olympics.  
Establish initial marketing selling standards and guidelines for American Bell Company (AT&T Computer Systems). Only top performers in their respected fields were selected to join American Bell.  
Design six “state of the art” executive communication sales centers around the country based on Solution Selling model. Integrated video conferencing services for the first time.

- Managed Headquarters facility for “C” level meetings.
- Focused on customer needs with emerging technology
- One-on-one consultation with National Account Managers to plan meeting
- Resulted in multiple million dollars in new annual revenues
- Programs that I established are still in use today

## **Education**

**Bachelor of Arts** - English/Communications, Kean University of New Jersey

Marketing – University of Dayton Business Management

Wharton School of Business – University of Penn

**Business Courses:** Executive Seminars, Marketing Strategy and Development - (Executive Leadership Program Wharton School of Business). Industry planning (University of Dayton), Process Management workshops, Anti-trust review seminar, Financial Management Courses, Re-engineering & design, Management by Objectives, One to-One Marketing. Communispond (Public Speaking), Network Computing Symposium, Multimedia Seminars. AT&T Labs Emerging technologies internal seminars.

Memberships - American Marketing Association; AIIM; RFID; Internet 2

Former Technology Board Member Advisor

- CCGroup
- Net-Scale (Advanced Messaging services)
- Optimum Communications