

JOSEPH A. BALDESWEILER

12 Brookside Ct.
East Brunswick, New Jersey 08816
732-742-2703
baldesweiler@comcast.net

SUMMARY

Position in Sales or Marketing Management applying analytical organization and interpersonal skills acquired through professional experience and education. I have over 29 years of Cellular Sales and Marketing experience in the wireless industry. Since 1982, the birth of the US cellular industry, analog, CDMA,, TDMA, GSM , 1x, 1xEVDO, 1xEVDO Rev 0 , REV A, HSDPA, and 4G LTE, I have been involved in the sales and marketing of these technologies and their products and services.

Sold and marketed cellular infrastructure equipment including Panel antenna systems, Base Stations, Backhaul systems including digital microwave systems, Core network elements (Switching, MSC, Various Server equipment), Towntop antenna and amplifier gear, indoor amplifier systems, CDMA450, 850 , 2100 Mhz antenna systems, network installation, engineering and other software and hardware products and services.

Also other engineering products and services including antenna vendor services for extensive international trial systems, trial networks for demo purposes in Mexico (Telmex and Iusacell), Trial/commercial networks in Brazil with Telesp,/VIVO and also Telepar. Also Eastern Europe with countries such as Russia (SkyLink), Hungary (Westel) and Romania.

EMPLOYMENT EXPERIENCE

Robert Technologies/ JB CONSULTING, East Brunswick, New Jersey

Business Development Manager/Telecom Consultant, Sept 2009-present

Business Development Manager, Robert Technologies, manufacturer of electrical connectors for power generation, military and commercial applications
RFQ and RFP sales response projects.

Press Release and Media relations kits creation and distribution

Marketing survey creation, execution and response analysis.

DOCOMO PACIFIC, Tamuning, Guam

Marketing/Sales Director 2008-Sept 2009

- Responsible for Marketing, Product Development, and Customer Loyalty departments
- Had over 2M budget responsibility for advertising, marketing/sales promotion and customer loyalty programs
- Yearly sales goals, targets and achieved year end targets for 2008
- With three other competitors on the islands of Guam and Saipan, achieved and grew marketing/sales goals

ALCATEL-LUCENT, Whippany, NJ

Offer Market Manager, International CDMA Product Marketing & Sales Manager 1999-2008

Business Development Manager for CDMA 450, 850, 2100 Mhz Base Stations, Flatpanel Antenna Systems , Base Station Repeater Systems, Microwave backbone Systems, Core Network Elements, Complete hardware and software products and services. Femto Cell and MiFi product management and introduction product offer experience. Customers include US Domestic and International Cellular Carriers. Customer presentations, Contract negotiation, and Customer Account Management and Quota Management.

- Press liaison, Press Release creation, execution and distribution. Media relations press kits creation and execution at domestic and international trade shows.
- Responsible for Small Business and SOHO Wireless Data Offer Product Management and Marketing Offers
- Worked in partnership with Service Provider Customers to pass along demand creation sales leads. Served as Offer Market Manager for CDMA 450 MHz Offer and Push-to-Talk 'QChat' Offer for Sprint
- Had yearly sales goal and target based on International Carrier Infrastructure Sales
- Maintained and acquired various international vendors for a complete Carrier Infrastructure Offer
- CDMA Base Stations and CDMA2000 1X Voice and Data Offers were also maintained. Responsibilities included:
 - Sales Quota management & Sales Training
 - Salesware Creation (Brochures, Presentations, Whitepapers and other materials)
 - Trade Conference Presentations and Demos
 - Customer Presentations to support Global Sales Team, and web page materials
 - International business development travel for Emerging Markets Countries for promoting CDMA450 Offer. (Eastern Europe, Middle East, Africa, and Latin America)
 - Trade Industry Representation and Presentations CDMA Development Group

LUCENT TECHNOLOGIES, (Formerly AT&T), Whippany, NJ

Marketing Offer Manager for Latin America (Peru, Chile, Brazil) 1995 – 1999

- Sold and led CDMA850 Nationwide CDMA Base Station and Core Network Element Cellular Contract. Led bid responses and supported contract negotiations and help establish BTS factory in Campinas Brazil for contract fulfillment.
- Accessed market opportunities
- Represented customer needs to Product and Network Wireless Services Management
- Led market plan and support plan implementation
- Member of business case creation project team for Campinas, Brazil Manufacturing

LUCENT TECHNOLOGIES-US WEST, PacBell, AirTouch, PrimeCo

Market Manager, NWS West Region 1994-1995

- Managed the development of bid responses and supported contract negotiations
- Accessed market opportunities, represented customer needs to Product Teams and Network Worldwide Services Management
- Executed and managed market plans and supported plan implementation.

AMERICAN TELEPHONE & TELEGRAPH, Basking Ridge, NJ & New York, NY **1990 – 1994**

Marketing Manager Wireless/Cellular (1992 – 1994)

- U.S. Domestic Long Distance on Cellular, the HighwayMaster Project
- U.S. Air-to-Ground Telephone Systems. (AirOne and AirFone)
- Responsibilities included: Yearly Marketing Plans
- Execution of all associated programs and testing and measurement systems.

Account Executive: BCS Commercial Markets (1990 – 1992), Manhattan and Bronx territories

- Responsible for Sales and implementation of all AT&T Network Services Products Inbound/Outbound/Card
- Numerous awards including Best Account Executive in branch 1991.

COMCAST, CELLULAR ONE INC., Woodbridge, NJ **1990 – 1990**

Sales Manager

- Managed a field sales force of ten representatives
- Responsible for direct sales force of cellular telephones in tri-state area with coverage concentrated in Central New Jersey.

MOTOROLA COMMUNICATIONS & ELECTRONICS INC., Somerville-Glen Rock, NJ **1984-1990**

Account Executive, Zone Sales Manager, Radio Communications Rep. Sales Executive

- Supervised a county-wide area with junior sales quotas and customer satisfaction
- Regional Salesman of the Year 1986. Top twenty sales executive of area 1987
- Overachievers award for outstanding quota performance 4 years in a row 1984-1988
- Outstanding single performance 1986.

BALCAR TEKNO INC., New York, NY **1981 – 1984**

Sales Representative

Sales Representative in the regional office. Responsible for Sales of Balcar photographic lighting equipment for Eastern United States. Also coordinated rental program for NYC area.

EDUCATION

M.B.A., Marketing Concentration, Rutgers University, Newark, NJ.

B.S., Major: Business Administration, Rochester Institute of Technology, Rochester, NY

HONORS & AWARDS

- New Products Recognition QChat, PTT 2008
- CDMA450 Offer Award, 2002
- Business Case Team Award for Brazil Manufacturing 1998-2001
- Market Manager Award 1995 PrimeCo Project
- Market Manager Award 1994 US West New Vector
- Way to Go Award: AT&T AFH&O SBU 1994, AirOne Project
- Way to Go Award: AT&T AFH&O SBU 1993, HighwayMaster
- Three Time Spot Award Recipient-Hurricane Andrew Cellular
- Four Time Max Award Winner: AT&T BCS Commercial Markets Sales
Member Guam Rotary Club 2008-2009