

## **Brad L. Turner**

1793 Baltimore Drive • Allen TX 75002

(214) 310 - 2122

turner.brad11@gmail.com

---

### **PROGRAM / CUSTOMER MANAGEMENT • BUSINESS DEVELOPMENT PRODUCT & PROPOSAL MANAGEMENT • MARKET INTRODUCTION LIFE CYCLE MANAGEMENT • STRATEGY DEVELOPMENT**

---

Accomplished program, product, and business manager skilled at working in complex situations and next generation technologies. Analytical, hands-on approach to business development covering commercial, government, domestic and international customers. Results oriented achiever with proven results in project planning and execution, problem solving, and product introduction. Demonstrated leadership and success working in multi-cultural environments with matrix managed resources.

#### **CORE COMPETENCIES**

- Program Management
- Product Management
- P&L Modeling
- Matrix Project Team Leadership
- Strategy Leadership
- Sales Support
- Staff Development
- Proposal Management

---

#### **PROFESSIONAL EXPERIENCE**

##### **Program Management**

Adept at planning and executing long-term customer engagements requiring technical management and business planning for complex programs. Defined P&L model, financial objectives, pricing strategy, and technical requirements for new product applications. Led detailed planning exercises to ensure readiness for product and technology trials. Handled supplier identification, selection and negotiations. Selected cross-functional team, secured budget and organized customer program reviews. Screened and hired security consulting firm to train Product Managers and R&D Leaders on FIPS-140 implementation.

##### **Business Development and Capture**

Planning and development of business and technology proposal strategies leading to capture of beachhead contract in government market. Leading pursuit teams to critical thinking during strategy development through a structured process starting with customer needs and progressing through competitor analysis and winning strategies. Crafted business plan and used strong inside selling to secure budget from venture capital program for product application in government market. Wrote *Secure Mobile WiMAX* marketing paper for government sales teams. Defined content and presented new product information to large audiences at User Group forums. Provided company overview and technical product presentations to agency decision makers.

##### **Product Management**

Introduced flagship CDMA access product to the global wireless carrier market. Interfaced directly with management at Verizon Wireless, Sprint PCS, and Bell Mobility. Managed hardware and software portfolio developed through internal R&D and partnerships creating a profitable, multi-billion dollar business providing a majority of sales and earnings for the business unit. Defined company's first "on-the-move" high-speed wireless network to meet stringent DoD requirements.

## **Work Experience**

### **Rockwell Collins 2009-2011**

**Principal Proposal Specialist** Aug. 2009 to February 2011, reporting to Director Capture Center of Excellence

- Managed proposal development for \$350M+ opportunities in government system business, US and Foreign
- Organized and chaired strategy workshops for capture teams to identify Win Themes and Value Discriminators
- Facilitated competitive analysis workshops in support of multi-million dollar bid activities
- Participated in Price-to-Win analysis and provide modeling support
- Trained new team members on Rockwell's Pursuit and Order Capture processes
- Introduced process enhancements to reduce rework in graphics development
- Operated and maintained proposal facilities: four Green Rooms and Proposal Center

### **Nortel Networks 1988-2009**

**Federal Wireless Leader** 2005-2009, reporting to VP Government Applications & Solutions

- Capture management: guided team through Concept Approval phase. **Results:** New business for Nortel Government Solutions, Inc. applying advanced 4G wireless technology to solve customer needs working with Israeli partner.
- Customer communications: gave technical product presentations for WiMAX, GSM, and CDMA
- Government Product Mgr.: defined modifications to commercial products for military applications
- Business presentations. **Results:** secured \$2M financing for government application of WiMAX technology
- Product introduction: consulted for federal government subsidiary for time-to-market process

**Business Development** 2004 - 2005, reporting to Wireless CTO

- Licensing evaluations: chaired technical and business discussions with potential partners/licensees
- Business case modeling: generated detailed P&L and business models for new product concepts
- Executive business reviews: organized monthly sessions with Product and R&D leaders to analyze growth opportunities and partnerships using in-house technologies.

**Sr. Mgr. Wireless Global Product Life Cycle** 2002 - 2004, reporting to Director Product Management

- Established Life Cycle team: provided support of global CDMA customer base (1xRTT and EVDO)
- Set quality targets: **Results:** reduced warranty costs by \$10M annually through proactive quality reviews
- Root cause analysis. **Results:** recovered \$12M from suppliers by associating cost of poor quality to product defects and return rates.

**Integrated Project Team Leader** March - Oct. 2002, reporting to Executive Portfolio Team

- Team leader: developed network interface for access controlling node for wireless data. **Results:** \$4M program delivered within budget and on schedule helping sales team to capture new business.

**Sr. Product Manager** 1999 - 2002, reporting to Director Product Management

- CDMA product launch: introduced next generation BTS platform to global carrier market **Results:** product line became center piece of a highly profitable business unit for Nortel Networks, Inc.
- RFP response: handled product topics for large customer bids and custom program requests
- Portfolio management: modified product size to reduce OpEx and lower production costs
- Established partnerships: added outdoor and in-building RF and fiber products to portfolio
- Staff management: developed 6-8 product managers with several internal promotions
- Executed end-of-life actions for products based on previous generation of technology

**Product Manager** 1994 -1999, reporting to Sr. Mgr. Product Management

- Business leader: worked closely with consultants to implement product introduction processes. **Results:** new process used in wireless business unit for 10 years.
- Managed Software Evolution program. **Results:** increased delivery efficiency 50% by simplifying engineering, load-building and pricing methods.
- Product cost reduction: provided business oversight and prioritization for CDMA cost reduction programs

**Previous Experience** 1987-1993, Nortel and Electrospace Inc.

RFPs for US military, Emergency Technical Customer Support, Software R&D, Quality Improvement, Circuit Design.

**EDUCATION**

**MBA**, University of Dallas – Irving Texas

**BSEE**, Southern Methodist University – Dallas Texas

7 Habits of Highly Effective People, Project Management, Lean Six Sigma,  
Quality Before Design, Quality Management and Group Facilitation

**HONORS AND AWARDS**

*Executive Leadership Award* for staff development and management

*Top Gun Award* for designing quality programs and customized training for lead customer

*Trail Blazer Award* and stock option grant for setting new standards in product introduction methodology