

# Anthony Rossiter, FloD

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## Senior Business Manager / Managing Director

Technical & managerial expertise in network services & systems,  
wireless telecommunications,

Eighteen years of success in high-profile senior posts with responsibility and accountability for strategic planning, the development and delivery of complex, high quality services, initiating partnership arrangements, and staff management, including recruitment, training, and staff development.

Reputation for personal and professional integrity. Consistently successful in building consensus and driving cooperative relationships with staffs, boards of directors, government agencies, vendors, and business people. Negotiate mutually-beneficial agreements. Troubleshoot problematic turnaround operations, acquisitions and turnaround situations. Secure VC and angel investment, and divestitures. Successes include

- » delivering outstanding sales and profit growth in multi-cultural business environments.
- » growing businesses into highly profitable enterprises within a short periods of time and exceeding expectations.
- » developing and implementing corporate strategies in global markets that enabled companies to position themselves ahead of the competition.
- » nurturing strong relationships with staff, clients, suppliers, and stakeholders in the UK, continental Europe, Africa, and North America.

## Career

*Nexans Cabling Solutions (NCS)/ITT Industries (NS&S), Basingstoke, England* *12/2002 to 11/2008*  
Manufacturer of structured cabling systems and intelligent building management systems  
with a €68m turnover and 120 staff; part of a €7.4bn global group.

*ITT Industries, Network Systems & Services Ltd.* *03/2003 to 06/2005*  
**Member of the Board of Directors**

**Managing Director / Global Business Manager** *06/2005 to 11/2008*  
(UK & Ireland, North America, Southern Africa)

Boosted overall revenue through proactive execution of broad ranging performance strategies and by co-ordinating distributor and end-user relationships that expanded product presence.

- » Lead the integration and re-alignment of the global sales teams resulting in increased revenues from €32m to over €68m and net profit €4m in three years.
- » Drove UK revenues from €2m to more than €14m in 2.5 years (49% growth in 2007) to become the largest territory in NCS and fourth largest vendor in the UK market. Grew sales in Southern Africa in 2008 by 258% from 2007 in Angola, Mozambique and South Africa.
- » Established global relationships with BP, HSBC, UBS, Goldman Sachs, Citi, and Airbus Industries.
- » Built key partnerships with IBM, HP, and Cisco with joint successes in global accounts.
- » Negotiated supply and OEM agreements and global customer contracts (Citi and Airbus)
- » Advised Nexans CIO on the global outsource of the groups LAN, MPLS WAN and IP Telephony platform resulting in a €54m outsource contract to BT/Cisco Systems.
- » Launched innovative new products for medium and large data centres in security, environmental monitoring, access control, infrastructure management, and real-time reporting.
  - Orchestrated a new data centre product portfolio encompassing intelligent cable management, environmental monitoring, access control, and IP/CCTV integration.
  - Devised the go-to-market strategy and handled product management and engineering of the hardware and software platforms for the LANsense product line.
  - Created and developed the global competence centre for intelligent buildings in the UK.

**Managing Director**

12/2002 to 06/2005

Directed all aspects of IT infrastructure for Fortune 1000 companies in the US and Europe. Undertook a detailed review of business practices. Restructured the business, driving down costs, focusing on customer retention, and overseeing new product developments that positioned the company as a leader in intelligent infrastructure management (IIM). Identified acquirers and divested business to Nexans Cabling Solutions.

- » Created 30-, 60-, and 90-day action register. Executed change programme. Set up a communications platform for all departments and members of staff.
- » Spearheaded a robust review process to resolve serious technological issues.
- » Established a broader portfolio of products to reach market by targeting larger distribution partners. Created a product development process that can be measured at regular incremental steps.
- » Streamlined the pricing system and channel strategy. Introduced a “blue sheet” strategic selling strategy for sales. Undertook a re-branding programme.
- » Implemented procedures and policies to support compliance with Sarbanes-Oxley Act, ISO 9001:2000 and ISO 14001.

*Spotnik Global Inc. (wireless telecommunications), Toronto, Canada*

*GyaMed Technologies Inc. (medical diagnostic equipment), Montreal, Canada*

06/2002 to 12/2002

**Executive Advisor to the Board**

Positioned and advised on business plans with the objective of obtaining angel or first round investment. Part of the team that raised CDN\$7M in first round investment for Spotnik Global.

*Colubris Networks Inc., Laval, Canada*

*Manufacturer / seller of wireless LAN access points; USD\$1.5M turnover; 45 employees.*

06/2000 to 05/2002

**Executive Vice President and Co-founder**

Main board member with responsibility for raising VC funding. Oversaw all customer services, sales, and marketing/support activities for the business. Managed a 23-member team across two continents.

- » Responsible for P&L, budgets, forecasting, and operations; established corporate procedures and policies, planned sales, defined the corporate brand image and marketing strategies.
- » Created a global distribution network in more than 24 countries. Company manufactures and sells through distribution and value-added resellers.
- » Established the European head office in the UK and hired senior staff and executives.
- » Negotiated customer and employment contracts.
- » Raised CDN\$11M in first round financing from Prism Ventures (US VC), BDC (bank), and angel investors.

*Eicon Technology Inc., Montreal, Canada*

*World leader in the design and manufacture of PC, server-based and embedded wide area communications platforms for xDSL, voice, SNA, X.25, and frame relay networks. Revenues of CDN\$176.5M and 750 staff.*

05/1997 to 06/2000

**Senior Director, Worldwide OEM and Emerging Business**

- » Managed the growth of OEM revenues from CDN\$14.5M to more than \$50M.
- » Oversaw a corporate team of 10 staff and seven regional sales managers in US, Europe and Asia Pacific.
- » Established supply agreements with IBM, Dell, HP, Lucent, Siemens, and many others.
- » Identified new business opportunities, resulting in the acquisition of German-based G.Diehl ISDN GmbH for CDN\$32.5M.

*Eicon Technology Ltd, London, England*

*01/1990 to 05/1997*

**Director, OEM Sales EMEA (3 years)**

- » Exceeded revenue targets year after year.
- » Initiated the OEM group within Eicon. Hired and managed the sales and systems engineering teams.
- » Developed direct relationships with leading vendors across Europe, the Middle East, and Africa.

**Sales Manager, Strategic Accounts (3 years)**

- » Developed and managed tier 1 strategic accounts across Europe, including large multi-national end-user projects, OEMs, and international value-added resellers.
- » Exceeded sales targets (over UK£3.5M per year) in three out of four years and closed major multi-million dollar deals resulting in a successful IPO in 1993.

**Sales Executive/ Manager, UK (1 year)**

- » Grew the channel run-rate to more than UK£350K per month.

*Torus Information Networks Ltd., London, England*

*1987 to 1990*

*Leading integrator of LAN and WAN technologies in the UK. Subsidiary of Torus Systems Ltd., pioneers of graphical interfaces for local area networks.*

**Manager, Technical Services**

- » Grew revenues from zero to UK£2.4M+ with 25 staff. Managed technical services, including service level agreements for major customers, and the customer help desk, sales support, and consulting group.

**Product Manager, Communications**

- » Pioneered the start-up of a subsidiary company. Introduced new products to the company.

**Consultant/Systems Analyst PC Division** at CAP Financial Services Ltd.

*1985 to 1987*

**Business Development Consultant** at Granada Computer Services Ltd.

*1984 to 1985*

## **Professional Memberships**

Fellow Member of the Institute of Directors (IoD)

Member of The Institute of Electrical and Electronics Engineers (IEEE)

Professional Member of the British Computer Society (BCS)

## **Professional Qualifications**

**Hundreds of hours of professional development courses:** IoD Finance for Non-financial Directors; Value Based Six Sigma Green Belt; Value Based Management; Robust Design and Testing; California Institute of Technology – Fuzzy Front End; Inside the Tornado, Marketing Strategies from Silicon Valley's Cutting Edge; The Value Model – NIMBA, Mastering Product Development and Creating Unrivalled Customer Value; Breakthrough Thinking; Karrass Negotiating Skills; Strategic Selling; and Pinnacle Selling.

**Computing:** Advanced skills in CRM systems, Microsoft Office Professional 2007 and Web design.

**Higher National Diploma in Computer Science.**