

# NEIL KADEN

4490 W. Eldorado Pkwy, S927  
McKinney, Texas 75070

972-569-6899  
kaden@circleNK.com

## BUSINESS DEVELOPMENT AND CUSTOMER SERVICE

Experienced in working with customers and transforming their needs into solutions that add value. 10+ years informal product & marketing roles. Brings a unique mix of understanding technology, business and customers. Has led numerous customer-facing teams in the areas of development (hardware and software), sales, and technical support. Experienced practice manager and relationship manager.

## EXPERIENCE

**circleNK**, Fairview, TX

**2002-2008**

*Principal Consultant*

Launched a consulting practice offering personalized business and technology advice to early stage start-ups.

**NORTEL NETWORKS**, Richardson, TX and Ottawa, Ontario

**1978-2001**

**Marketing** [2001]

Worked with sales teams and partners to provide marketing support to make sales reps more effective and to help build mind share with customer executives. Built tools, identified targets, organized sales conferences.

**Call Centers and CTI** [1994-2000]

Lead the Nortel organization providing integration and support for call center solutions. Managed all aspects of the business – sales and support of call centers and partners, creation of documentation and collateral, presentations at conferences.. Partnered with vendors and channels to create new call center service offerings and brought these solutions to market.

**Wireless** [1991-1994]

Managed system integration, verification and field introduction of new PCS products. Also managed wireless strategic planning group and served as corporate prime for strategic planning, systems engineering and public standards for Cellular and PCS business units.

**Information Technology** [1987-1991]

IT manager supporting a 1500-engineer R&D division. Sat on Lab VP's cabinet. Supported development tools, mainframes, voice and data communications, desktops and servers. Managed group of 65 engineers, designers, technicians and specialists. Increased R&D effectiveness by focusing on R&D productivity. Negotiated supply agreements and pricing with vendors. Negotiated outsourcing on non-critical functions

**Other Nortel Experience:**

Software Developer, Manager and Senior Manager in areas of product development, strategic planning and product support. Program Manager for R&D developing long distance products – collaborated with customers and marketing to determine what would be developed, when, and for how much. R&D manager for cellular, SL-100 (large PBX), and OA&M network servers.

## EDUCATION

MS, Computer Science, University of Toronto, Toronto, Ontario.

BS, Electrical Engineering/Computer Science, Massachusetts Institute of Technology, Cambridge, MA.

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## PROFESSIONAL ACTIVITIES

- IEEE Consulting Network, putting on monthly events to approx. 100 engineers.
- MIT Enterprise Forum, a non-profit supporting entrepreneurialism in DFW.
- Texas Venture Post, a non-profit that matches up investors and entrepreneurs.
- Tech Alliance of Dallas (TAD), an association of Dallas-area non-profits.
- Advisor & Boards: eMediate Networks, IntelliHome Residential Systems; and Answer Data Systems.
- Professional publications concerning wireless, mathematics, digital switching and programming.

## ACADEMIC ACCOMPLISHMENTS

- Paid all MIT and UT expenses through work and scholarships
- A- average from MIT. Tau Beta Pi, the Engineering Honor Society
- Supported NBER's mathematicians. ROSEPACK (RObust Statistical Estimation PACKage)

## BUSINESS DEVELOPMENT & PROFESSIONAL SERVICES ACCOMPLISHMENTS

- Act as trusted advisor and confidante to CEOs of several start-ups to help them tell their stories to customers, partners and investors.
- Helped an established and fast-growing vendor to relate to new partner companies.
- Helped clients with marketing assessments and customer value validation. Partner bought company.
- Introduced clients to executives in more established companies to promote partnering and sales.
- Solely developed tools for sales teams: monthly newsletter, intranet web portal and knowledge base of targeted customer executive contacts. Performed marcom and event management roles.
- Collaborated with several groups to create iSolutions offering whereby customer and Nortel senior engineers jointly developed and identified ROI of advanced optical data and voice solutions.
- Worked with sales team to develop solution stories for the manufacturing, automotive, high tech and services verticals.
- Managed key relationships with OEM suppliers. Negotiated OEM agreements and contracts.
- Implemented a CRM system and through varied analysis of work backlogs increase team responsiveness.
- \$9 million in product and service sales in 1997 & 1998. \$4 million Nortel internal cost recovery in 1999.

## TECHNOLOGY ACCOMPLISHMENTS

- Set strategy and implemented the tactical approach for Nortel's cellular business.
- Brought PCS to the field for trials by customers. Appeared in their annual reports: GTE (Opreyland trial) and CenturyTel (Glenwood Hospital trial). Built several proofs-of-concept (micro cell, dual ringing, private wireless networking, etc.).
- Shifted IT strategy. Driven by R&D effectiveness and productivity by teaming with vendors and corporate IT groups. Resulted in increased funding and productivity.
- Instituted mature call center practices in IT help desk with defect stats tracking, establishing service levels, deploying ACD technology, building outreach to internal customers served. Ended up with R&D competing to fund IT to increase benefits.
- Captured a government planning study contract away from AT&T and developed a product proposal that was later funded for a National Emergency Telecommunications System (NETS).