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## CORE COMPETENCIES

### TURNAROUNDS

Managed multiple organizations through significant change resulting in penetration of new and significantly more profitable markets.

### VENTURE CAPITAL AND PRIVATE PLACEMENT INVESTMENTS

Raised over \$22M in investment for two startups across three events.

### INTERNATIONAL

Worked in internationally dispersed organizations to pursue and close multiple deals in Europe, Asia and South America.

### WIRELESS

Nationally recognized expert on wireless networks systems and models. Key driver in the adoption of Text Messaging in the US as well as mobile video systems and technologies.

### BRIDGING TECHNOLOGY

Numerous examples of the rare ability to bridge technology and markets to better understand the needs of prospective customers while operating within the limits of existing solutions.

**DeWayne Nelon** is an innovative and driven CEO, building national and international companies focused on wireless services as well as media and entertainment. **DeWayne** has the General Management, Finance, Technology, Sales, and Operating Skills required to build or turn around organizations. **DeWayne** possesses the excellent oral and written communications needed to strengthen relationships and convey value to both customers and investors.

*It is **DeWayne's** unusual ability to communicate and bridge the gap between technology and market opportunity that allows him to see opportunities that others often miss and enables him to clearly communicate this vision to customers, investors and employees.*

## BACKGROUND

**DeWayne A. Nelon** was most recently Chief Executive Officer of **Avot Media**, an innovator in real-time streaming and personalization of video delivery to web-enabled mobile devices. While there he raised the capital required to completely redesign their product line and business strategy and set them on their way to securing significant contracts with wireless carriers worldwide.

**DeWayne** was President and Chief Executive Officer of **Ortiva Wireless**, a pioneer in dynamic delivery of mobile content, where he led significant product change and raised \$20M in venture capital for the company. He went on to secure the company's first order, a multi-million dollar deal with a tier 1 US wireless carrier.

He was President of North America for **LogicaCMG** (now **Acision**),

a major provider of IT and wireless telecommunications systems, with more than 30,000 employees across 36 countries. **Mr. Nelon** was a driving force behind the shift in **LCMG's** focus away from product-centered to solution-centered relationships. He completely revamped the organization and revectorized the resulting team towards achieving this goal. As the North American telecommunications landscape shifted from a circuit-switched environment to an environment dominated by wireless and broadband, **Mr. Nelon** made sure that **LCMG** participated in the change.

**Mr. Nelon** served as Vice President and General Manager with **XO Communications**, where he was responsible for their North Texas markets.

**Mr. Nelon** started his career with **Northern Telecom (Nortel)** in Richardson, Texas where he was responsible for various wireline and wireless products.

During his career **Mr. Nelon** has seen and influenced many significant shifts in the Telecommunications industry (both in domestic and international markets) in both the wireless and wireline sectors. The perspective he has gained from being both an infrastructure vendor as well as a service provider allows him to see things somewhat differently.

**Mr. Nelon** is an avid golfer and holds a Masters Degree in Business Administration from the **University of Texas**. **DeWayne** has three children (ages 18, 15 and 4). He and his wife, Kimberly, live in Plano, Texas.