

George E. Williams

2804 Aberdeen Drive, Flower Mound, TX 75022
972-539-3136 • George.Williams55@Verizon.Net

PRODUCT/MARKETING MANAGEMENT

Product Manager with extensive Retail and Wholesale experience handling both mature products as well as introduction of new products. Experience covers but not limited to product development, business case processes, project management / implementation and successfully rejuvenating existing products. Well organized, with broad experience including:

Business Case Development
Project Implementation

Budget Development
Performance Tracking

Federal & State Tariff Regs
Strategic Planning

PROFESSIONAL EXPERIENCE

Verizon Corporation , Irving Texas

Contract Product Line Manager

Jan 2005 –July 2009

Contracted to provide support to LiveSource Retail Operator Services and manage a very mature product line. Support covers tariff filings in all US States, participating on the revenue assurance team, analyzing the monthly revenues as compared to forecast, and developing the Retail Operator Services Revenue Budget for years 2006-2010.

Part of a team that helped introduce a new broadband voice service product line to replace the existing analog system. Product interfaced with the DMS-200 switches and the IP network through CS2K switches.

Accomplishments included generating \$11 M of new revenue annually through successful tariff rate increases in 28 states and FCC Filings, and helping the revenue assurance team to find \$2-5 M annually of revenue that was not billed because billing system errors. (Products were varied from VOIP Voice, Directory Assistance Products, and Listing Products).

Agile Mind Inc. Grapevine Texas

Contracted Support /Project Manager Dec 2004

Feb. 2004 –

Providing support management for a small educational web base software company. Responsibilities included: supervision of 3 person who provide support from 8 AM to 10 PM coverage 7 days a week. Our group provided technical support to teachers and students on how to use the web based product, plus handled all incoming question and complaints. My Project Management skills came into play in the update process for loading the 80 thousand plus students and teacher rosters into the database and making sure they were loaded and up to date by the second week after school started. I interfaced with Training and Sales to make sure site turn up and training materials were delivered prior to the established training date.

George E. Williams

Page 2

VERIZON / GTE TELECOMMUNICATION CORPORATION, Irving, Texas

Senior Staff Consultant (Marketing Manager) – Operator Services **2002 –Nov 2003**

Managed marketing of entire Retail Operator Services product line for New York and the New England states. Responsible for annual revenue stream of over \$120 million that faced strong competition from non-traditional providers. Responsible for all tariffed and regulatory inquiries and filings for New England. Interacted extensively with Verizon state/federal regulatory staffs, legal staff, finance staff, Billing Systems and Operations.

- Trained and mentored six managers.
- Filed new tariffs generating \$8 million in annual revenues.
- Successfully launched two new services worth \$12.5 million in annual revenues.
- Resolved several Public Service Commission complaints without going to hearing or being fined.
- Issued White Paper that saved corporation \$2.3 million in labor expense by retaining current practice.
- Successfully tracked and met revenue commitments while overcoming declining revenues from competitive line loss.
- Received Verizon Team Excellence Award, 2002, for generating most new revenue for a department.

Marketing/Project Manager - Wholesale Operator Services Group **2000 – 2002**

Responsible for \$85-million annual revenue stream. Managed and supervised four Marketing Managers providing National Directory Assistance, Enhanced Directory Assistance and National

Operator Assistance to wireline/wireless carriers and Competitive Local Exchange Carriers (CLECs). Responsible for budget preparation, monthly tracking of revenues and expenses, product plans and their updates, quarterly reviews with upper management and interfacing with both Sales and Account Management.

- Significant team member in closing \$35-million annual revenue contract.
- Managed Wireless Portfolio Team that participated with cross-functional team from Network Planning, Engineering, Sales, Operations and IT that solved customer-specific network and billing requirements, resulting in new or renewed customer-contracts.
- Project Managed the turn up and testing of circuits, plus the exchange of billing data (EMI/EMR) between VZ LiveSource and the Wireless Carriers ensuring that conversion dates were met. This was a joint effort with the Carrier's Project Manager.
- Worked with Sales to close more than six three-year contracts generating over \$40 million in annual revenues by successfully implementing Service Level Agreements.
- Received Verizon Excellence Finalist Award for new service contracts, 2001.

Senior Marketing Manager - Wholesale Carrier Markets

1996 - 2000

Responsible for providing Wholesale National Directory Assistance, Enhanced Directory Assistance, Business Name Address Service and Directory Assistance Listing Service to wireline, CLEC and wireless national and regional carriers. Managed three management personnel.

- Grew revenue stream from \$4 million to \$30 million through new contracts over four-year period.
- Key member of Sales of Properties Project that helped generate more than \$400 million.
- Awarded GTE Gold Challenge Cup honor for outstanding performance, 1999.
- Received GTECC Media Venture Recognition, team award for implementing Direct TV in Hawaii, 1998.
-

EDUCATION

MBA – Telecommunications, City University, Bellevue, WA

Bachelor of Arts, University of South Florida, Tampa, FL

GTE TELOPS Middle Management Training, Marketing Management Development Norwalk, CT (A series of Marketing classes provided by the Kenan-Flaer Business School of the University of North Carolina at Chapel Hill).