

Howard Buzick

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Experience

Buzick Consulting LLC – Principal

April 2018-Present

Business Development and Sales Consulting for the Telecommunications industry. Proven history of building strong business relationships with wireless carriers and cable operators. Currently focused on developing businesses providing indoor cellular coverage using enterprise-grade Wi-Fi networks.

Specialties: Business Development, Strategic Sales, Business Analysis, Product Management

Customer Engagements have included:

- American Bandwidth – Co-Founder & SVP Business Development** October 2018-Present
Provide a SaaS solution to improve cellular indoor coverage for K-12 school districts, higher education, healthcare, major retail chains, etc., using existing enterprise-grade Wi-Fi infrastructure. Over 500 customers deployed, including Walmart, Kroger, Dartmouth, Emory, HCA Healthcare, and over 100 school districts. Executed partnership agreements with AT&T, T-Mobile, Verizon, Google, Cisco, Juniper, Ruckus, Extreme and others. Leading efforts to add more carriers, and to expand to more customers via channel partners.
- Telecom Infra Project – OpenWiFi Business Development** March 2021-Present
Lead business development efforts for open-source Wi-Fi solution in a community project led by organizations such as Meta, AT&T, Comcast, etc. Speak at industry events, direct marketing, and leverage personal network to recruit managed service providers to deploy the OpenWiFi solution at scale. Efforts have led to deployments by Boingo Wireless, AT&T, Telus, Single Digits, WorldVue, Pavlov Media, Dojo Networks, Ask4, Indio Networks, Spectra, and many others.
- Geoverse LLC – CBRS Business Analysis and Pricing** November 2018-December 2020
Provided cost and pricing analysis for CBRS Private LTE deployments in direct support of sales team. Developed standard and custom pricing models for SIM subscriptions, Network as a Service solutions, and other products.
- Multifamily Wi-Fi Broadband Business Analysis** October 2018-March 2019
Built a detailed business case for a telecom infrastructure deployment company, aimed at assisting property developers and managers to provide Internet services directly to residential and commercial tenants rather than ceding that business to traditional ISPs.
- SafeGraph, Inc. – Head of Telecommunications** April 2018-September 2018
Sales and Business Development for startup that analyzes anonymized mobile phone location data for over 100M devices. Assessed opportunity with telecommunications companies and related vendors to support business decisions on where to deploy towers and small cells. Provided mobile phone IP address mapping to carriers to enable market share and other behavioral analysis.

Boingo Wireless, Inc. – VP Business Development

January 2013-March 2018

Strategic Business Development specialist. Most recently led efforts to develop new business models for Private LTE networks using CBRS spectrum.

Created and developed two new businesses for Boingo that together represented over \$37M in revenue in 2018:

- Wi-Fi Offload – Initiated program with a paid Sprint pilot leveraging their existing Android offload client.** Migrated to Hotspot 2.0 / Passpoint solution, providing seamless, secure carrier-grade access for all Android and iOS devices. Used this model to close additional contracts with AT&T and T-Mobile.

- “Comes with Boingo” – Created and standardized a platform to provide unlimited access to Boingo's global network of 1.5 million hotspots to eligible Amex, Mastercard and Visa cardmembers. Adapted this model for other loyalty programs such as Samsung Galaxy Perks and Amazon Underground.

Led team managing over 100 roaming agreements covering the vast majority of the Boingo hotspot network, with ongoing negotiations to reduce costs and adopt new standards like Passpoint.

Birdstep Technology – Vice President Sales, North America

January 2009-January 2013

Led North American sales team: 3 Sales Consultants, 1 Account Manager, 2 Sales Engineers.

Provided connection management solutions for PC OEMs, including HP, Acer, Toshiba and Sony, with focus on laptop-embedded 3G radios. Closed multi-OEM deals with both Best Buy and Sprint.

Developed a new product based on a pilot with Sprint: a smartphone client that reduced cellular congestion by offloading traffic to trusted Wi-Fi networks. Initial offload was to home, office and public Wi-Fi; this expanded to include premium partners like Boingo.

Grew Birdstep's North American business to a run rate of over \$10M in 2013.

Global IP Solutions, Inc. – Regional Sales Director, Japan

May 2007-September 2008

Worked with GIPS legal, engineering and sales teams to implement new VAR partner program for Japanese market. Executed VAR agreements with two local VoIP specialty companies to shore up technical support, marketing and sales.

Drove relationships with strategic partners including Analog Devices, Wind River and Cisco, to generate new opportunities with VARs and customers.

Provided support and created upsell opportunities with over 20 current and potential customers, including NEC, Sony, Pioneer, Panasonic, Hitachi, Mitsumi and E-Mobile.

Drove efforts in Japan and San Francisco to establish GIPS Japan K.K.

Qualys, Inc. – Managing Director, Asia Pacific

January 2006-May 2007

Identified prospective partners to resell QualysGuard SaaS solution in Asia Pacific and Latin America. Explained value of partner program and negotiated agreements. All business meetings with Japanese partners conducted in Japanese.

Provided marketing and sales support to partners, driving revenue growth in region by 33% in 2006, over 60% in 2007.

Negotiated transfer of Japanese version of QualysGuard from initial partner (Fujitsu) and selected localization vendor for ongoing translation of solution, allowing Qualys to partner with additional Japanese resellers.

Established reseller agreements with strategic partners in Japan, including NTT Data, VeriSign Japan, Symantec Japan, and LAC. Also executed agreements with resellers in Australia, New Zealand, India, Singapore, Mexico, Brazil and Argentina.

Keynote Systems, Inc. – Sr. Product Manager, Wireless Solutions

September 2004-January 2006

Managed Wireless Solutions business, including Wireless Perspective, Wireless Application Perspective and consulting services, all hosted in Keynote data centers.

Adapted existing products to design, market and deliver a syndicated competitive monitoring and analysis service targeting mobile operators. Closed deals with Sprint, Verizon and AT&T.

Grew revenue from \$1.2M to \$2.2M in first 12 months, with all growth derived from new customers.

Managed relationships with mobile solutions partners in Europe. Advised M&A team on acquisition targets. Due diligence led to Keynote acquisition of SIGOS, a German testing solution vendor with strong penetration in European carrier markets.

Telephia, Inc. – Sr. Product Manager / Business Development

November 2000-August 2004

Launched and developed syndicated Data Network Application (DNA) Quality of Service measurement product line, including major release to unify platforms and add MMS measurement capabilities. New platform led to additional \$1.5M in annual revenue from existing customers.

Provided direct account support to two mobile operators in North America (T-Mobile and AT&T Wireless). Collected detailed MMS feature requirements; sold service to both operators, for over \$800,000 in annual revenue.

Traveled to Europe to develop opportunities for DNA product. Met with Vodafone, O2, T-Mobile, Orange, SFR and others to gather details on necessary enhancements to service.

Launched Telephia Consumer Measurement, an audience measurement and data mining service focusing on WAP customers

Education

San Jose State University

May 1998

Bachelor of Arts, Japanese – Cum Laude

Waseda University International Division (Tokyo, Japan)

May 1995

Degree of Completion

Languages

Japanese

Fluent. Passed Japanese Language Proficiency Test, Level 1 (December 2002)