

MARYBETH G. FRASER
PRESIDENT, FRASER CONSULTING, INC.

An accomplished, goal-oriented executive with 20 years experience in the telecommunications, wireless, and Internet industries, Ms. Fraser offers a proven track record in business development, marketing, operations, and P&L management in both the Federal and commercial sectors. She has significant experience in leading multi-functional organizations, developing marketing and sales strategies and execution plans, and negotiating strategic partnerships.

Ms. Fraser is President and Founder of Fraser Consulting, Inc., a consulting firm specializing in strategic marketing, business development, executive project and meeting facilitation, program management and service delivery, and product introductions. In its five years of operation, the firm has enjoyed significant client growth and profitability. Clients include Verizon, VeriSign, Siemens, CityNet Telecommunications, Innovative Concepts, Inc., Bantu, GoCityKids, American Management Systems, Lexis-Nexis, and the American Insurance Association.

Ms. Fraser's strengths come from her ability to join an organization and add value immediately as a leader or member of the team. With her extensive executive level experience, she is able to quickly assess the organization's programs and operations, identify the strengths and challenges, review her findings, recommend a course of action in collaboration with her clients, and execute efficiently and effectively. As a benefit to the overall organization, she mentors the team, enriches the infrastructure, and adds to the bottom line.

Ms. Fraser's many assignments have included developing creative business development and sales strategies to transforming the communications operations for a leading software company. In one of her most recent consulting engagements, Ms. Fraser was responsible for leading the business development initiatives for a new voice activated service targeting the wireless industry. In that role, she developed the account strategy to position the offering and to target key decision-makers for the leading wireless carriers.

For another client, a large telecommunications company, she led a team that created and executed the online Internet marketing program. They developed the strategic marketing and advertising plans and selected strategic partners. In addition, she negotiated partnership agreements to develop the client's online distribution channels, to increase subscriber acquisitions, and to establish the client as an e-commerce merchant. Ms. Fraser also played a key advisory roll for the client throughout the project.

In addition, Ms. Fraser has been leading an initiative with a Federal Government contractor to assess their sales, marketing, business development, and program management strategies and operations with the objectives of increasing revenue, improving profitability, and diversifying the company's customer portfolio. Working with the CEO, the company has been implementing the recommended changes. For other clients, she has also played a key role in the strategic initiatives for bidding major Federal programs.

In a previous assignment, Ms. Fraser led the marketing and business operations of Cable & Wireless's Consumer Internet organization. She established the

organizational structure and new process flows following the company's acquisition of MCI's Internet business. Seeking to establish Cable & Wireless as a major player in the consumer and higher education marketplaces, Ms. Fraser developed marketing strategies and implemented plans through product positioning, advertising campaigns, and targeted partnerships.

As Vice President and General Manager at NextWave Wireless, Ms. Fraser was responsible for creating profitable business opportunities for a new wireless carrier in eleven states. She again proved her credentials by successfully negotiating a \$70 million voice and data contract to support nationwide PCS network construction and administrative telecommunications requirements. She negotiated strategic partnerships and reduced operating costs. She established financial management processes that improved the region's cash flow and liability tracking.

At American Mobile Satellite Corporation, Ms. Fraser led the sales, product development, technical support, systems engineering, program management, marketing, advertising, and press relations groups for the mobile data communications products division. During a one-year period, she increased sales by over \$18 million through a combination of focused sales programs, target market diversification, and strategic partnerships with high tech suppliers.

Ms. Fraser held positions of increasing responsibility in her years at Sprint. In her last position as Director of the FTS2000 Program, in the Government Systems Division, Ms. Fraser was accountable for the general management of a \$200 million voice, video, and data business. She directed program management, customer service, service management, implementation, product management, and system development staffs. Among her achievements: she increased contract funding by \$89 million through new product offerings, improved the contract modification process, established strategic partnerships; and she exceeded revenue and margin objectives by 101 percent and 108 percent, respectively.

Ms. Fraser holds an M.B.A, with a concentration in Marketing, from George Washington University and a B.A. from Smith College. She has won several accolades, including Federal Computer Weeks' Fed 100 industry award and the McKinley Marketing Partners "Star" award. Ms. Fraser is a member of the American Marketing Association, an Officer of the Board of Directors for Signature Theatre, and Chairperson of the Board of Advisors for Innovative Concepts, Inc., a wireless engineering firm.