

# ROBERT LAMAR CARTER

## Robert Lamar Carter

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### EDUCATION:

University of Dallas, Dallas, Texas  
Master of Business Administration (MBA), May 1997  
Major: Telecommunications

Baylor University, Waco, Texas  
Bachelor of Business Administration (BBA), August 1989  
Major: Management/Marketing

Eastfield College, Mesquite, Texas  
Transfer Work: August 1982 – December 1986

### EXPERIENCE:

#### **Stratus Telecom, Allen, Texas**

*Consultant/Director of Sales*, April 2008 to July 2009

My initial consulting role was to move Stratus up market and to leverage all of my twenty five years of carrier contacts to sell the Stratus ENTICE product portfolio. This role evolved into a Director of Sales position that included sales, service and account management duties for all CLEC's, IXC's and VOIP providers in North American. The product line included Converged Services Platforms(CSP), Session Border Controllers(SBC), Class 4 and Class 5 solutions. My team was responsible for closing the largest single account to date at Stratus Telecom. We acquired one of the largest US debit card providers, the NetworkIP account. This account generated over \$2 million in revenue in 2008 for Stratus Telecom.

#### **Nextone, Inc., Dallas, Texas**

*Sales Manager*, April 2007 to March 2008

Responsible for sales, service and account management for Nextone's IntelliConnect Family of Products to service providers in US Central Region. Responsible for strategically marketing the Nextone SBC, RSM and MSX product line to CLEC's, IXC's, ILEC's, Cable Operators and VOIP providers in Texas, Oklahoma, and Colorado. My duties also included up selling into key Nextone accounts where a network solution and statement of work needed to be identified. My responsibilities also included driving additional revenue streams by determining new network features for current customers and building that documentation requirement for our Nextone Product Development Group.

#### **Focal Communications, Dallas, Texas**

*Director of Sales*, April 2001 to June 2006

Responsible for sales and service activities to CLEC's, IXC's and VOIP providers in Texas, Oklahoma, and Colorado in an effort to promote Focal Communications carrier voice and data products. Developed and strategically marketed Focal Communications first VOIP flat rate product. My carrier sales team has sold over \$20 million of new incremental revenue for Focal Communications in the Texas retail markets with this product. Developed and executed the first sales and deployment of Focal Communications integrated voice and data (IVAD) product set.

#### **Lucent Technologies, Dallas, Texas**

*Sales Director*, October 2000 to March 2001

Responsible for all sales and service activities to CLEC's, ILEC's and Utilities in North Texas and Arkansas in an effort to execute their broadband telecom business models with Lucent Technologies solutions. Recruited, developed and motivated all sales and sales engineering teams that strategically marketed Lucent's entire portfolio of access, optical, edge, transmission, switching and Netcare integration services. Additional responsibilities include business plan evaluation of emerging service provider start-ups with Lucent Treasury to facilitate multi-million dollar vendor-financing arrangements. Worked extensively with Lucent integration services

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## EXPERIENCE: Continued

### **CoServe Broadband, Denton Texas**

*Vice President of Sales and Acting Chief Operating Officer*

March 1999 to March 2000

While at CoServ Broadband I was responsible for recruiting, development and organizational coordination of all management of key sales, customer care/support, and marketing and product development to build the company from the ground up. Responsibilities also included complete responsibility of creating strategic business models to justify CoServ Broadband's product and services implementation. I was overall responsible for the execution of the company's corporate business plan. I established and chaired multiple committees that developed all strategic policies and procedures that ensured significant revenue growth and access line generation.

### **CardOvation, Dallas, Texas**

*President, September 1997 to January 1999*

Responsible for overall leadership, fiscal performance and strategic direction of CardOvation. These responsibilities included building the appropriate organizational structure and staff to implement CardOvation's long-term strategic marketing plans. Negotiated and presented CardOvation's OneSelect product marketing concepts to many national credit card issues. Developed and implemented optimal budgets to address all P&L responsibilities of CardOvation.

### **MCI Telecommunications, Dallas, Texas**

*Senior Carrier Account Manager, September 1992 to September 1997*

Responsible for marketing wholesale long-distance services for MCI's Carrier Division. In June of 1995, I closed the Telephone Electronic Corporation (TEC) account with MCI. This account currently is the largest carrier account nationwide with MCI. My responsibilities include revenue generation by selling value-added products into the TEC consortium, as well as managing an Account Team of five for multiple projects, i.e., service orders, SS7 and network diversity. My revenue generation for the MCI Carrier Division has been \$19 million for 1994, \$52 million in 1995, and \$118 million in 1996. I am currently a four-time MCI Masters winner.

### **YUSA-EXIDE, Dallas, Texas**

*National Account Manager, October 1990 to October 1991*

Responsible for marketing stationary telecommunications batteries to AT&T and MCI nationwide. Participated in contract negotiations between Yuasa-Exide and both telecommunication companies; \$14 million accounts combined. Developed all strategies as to how Yuasa-Exide could service MCI and AT&T's DC power needs across the country for future network expansions. Designed and developed an emergency DC contingency battery program for MCI in case of catastrophic power failure; where as full compliment of stationary product would meet any emergency situation that could arise in MCI's nationwide network.

### **ACCUCOM Telecommunications, Plano, Texas**

*Accounts Executive, February 1990 to July 1990*

Responsible for marketing telecommunication services to MCI, AT&T and American Airlines, as well as maintaining the highest level of customer satisfaction. Designed, developed and implemented all marketing functions to nurture new business. Participated in strategy planning and negotiating for telecommunication installation of the new \$60 million MCI engineering facility in Richard, Texas.

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## **EXPERIENCE:** **Continued**

### **Southern Bell Telephone Company, Dallas, Texas**

Cable Splicing Tech./Outside Plant Tech., June 1980 to December 1986

Three years experience and responsibility in cable splicing, as well as, three years background in outside plant activities in maintaining, constructing, and restoring copper and fiber optic telecommunication cables with Southwestern Bell. Worked with various cable and splice case products in Central Office, Buried, Aerial, and Underground applications.

## **ACTIVITIES:**

Fishing, Hunting, Golf

## **REFERENCES:**

Available Upon Request