

L. Bruce Deer
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Senior Business Executive

Visionary executive for companies with national and international operations with a focus on expanding business opportunities. Extensive experience in strategic planning, business development, sales, product development, technical operations, engineering, software and systems development, and management consulting.

Experience

Neopolis Technology: February 2007 to Present

Provide management and technical consulting services to various companies in multiple industries with a focus on telecommunications. I am currently providing management and advisory services to telecommunications companies and economic development associations regarding various technology deployments and system applications. I have provided telecommunications expert witness services both domestically and internationally in patent court cases. Also support emerging companies specifically assisting in the development of customized development strategies to accelerate achievement of company goals.

Origin Technologies: February 2007 to December 2012

Served as the President and Chief Executive Officer of Origin Technologies. Origin is an advanced traffic congestion management company. Origin utilizes innovation approaches with various wireless technologies in conjunction with the Global Positioning System (GPS) to provide open road tolling and vehicle mileage tax capabilities. I was responsible for the overall direction of the company, which includes fund raising, board administration and support, strategic planning, program delivery, financial management, and risk management.

SkyTel: February 1994 to February 2007

President and CEO of SkyTel – A subsidiary of Verizon May 2004 – February 2007

I assumed the role as CEO in May 2004 and established growth opportunities to the business unit while stabilizing the paging and messaging business segments. This business unit had over \$225 million in revenue.

- Developed and deployed municipal and emergency broadband wireless networks as “Unplugged City by SkyTel”. Also deployed 22 wireless mesh networks for the General Services Administration (GSA) for disaster management services and added this service to the master GSA services contract for SkyTel.
- Testified before the Federal Communications Commission Independent Panel regarding to the effectiveness of communications system in the immediate aftermath of hurricane Katrina.
- Developed new sales channels for paging/messaging growth in hospital services industry.
- Provided 77% YoY growth for the SkyGuard and Fleethawk vehicle monitoring & tracking products.
- Developed new sales channels for vehicle monitoring products with agent and master distributors. Established a distribution channel for potential subscriber growth in excess of 100,000 units.
- Responsible for development of a corporate strategy for a Mobile Virtual Network Operator (MVNO) in 2005 with an estimated revenue stream of >\$500M within 12-18 months.

Senior VP and Chief Operations Officer SkyTel and Broadband Solutions: Jan. 2001 – May 2004

Responsible for the operations of SkyTel and Broadband Solutions divisions and managed a budget in excess of \$150 million annually.

- Worked with international vendors to develop multiple versions of a new vehicle-tracking system.
- Deployed and operated wireless broadband systems in 13 markets across the country.
- Major update for the SkyTel billing platform to support new and WEB enabled features.
- Responsible for divestiture of non-strategic international wireless subsidiaries working with numerous investors and investment bankers to maximize the value to the company.
- Member of the national Wireless Emergency Response Team formed due to the September 11th, 2001

Bruce Deer Resume

terrorist attacks to address technology and communications interoperability issues.

Vice President and Chief Technical Officer SkyTel: July 1996 – January 2001

Directed all of the technical development and network operations activities for SkyTel including major enhancements to the paging and two-way platform for subscriber capacity growth of over 500% and numerous new innovative mobile devices. This task involved managing a group of over 500 staff members for technical development, deployment of network expansions in the continental United States. I was responsible for the management of budgets in excess of \$100M annually.

- Upgraded the two-way network operations with state of the art network monitoring systems.
- Worked in partnership with Motorola to merge the two ReFlex wireless messaging protocols into one compatible protocol in order to save in excess of \$20M annually.
- Developed and deployed new receiver technology for two-way system utilizing smart antenna technology in order to improve system performance and improve efficiencies.
- Developed and deployed new transmitters for the two-way system to improve operational efficiency.
- Upgraded the paging infrastructure to support new customer features.
- Launched the first Mobile Virtual Network Operator (MVNO) for BlackBerry service.

Director: February 1994 – July 1996

Responsible for the development and product enhancements of the messaging systems for SkyTel that are utilized in the domestic nationwide network and over 20 international deployments. I was also responsible for the PC connectivity software, Email, Web servers and the interactive voice response systems for the paging system and the newly launched and highly innovative two-way messaging platform. New features developed resulted in major subscriber growth and utilization of the system.

- Updated the system to support the new FLEX over the air protocol that increased the capacity over three times.
- Deployed a fax store and forward system on the messaging platform.
- Deployed an extensive wireless email system on the messaging platform.
- Deployed custom wireless notification and alerting solutions for business customers.

Lockheed Aerospace 1980 to 1994

Joined Lockheed Aerospace as a Systems Engineer in 1980 and held progressively more responsible positions in technical, research and project management areas over a 13 year period.

- Business development manager for an international consortium to develop and market mission planning systems for combat aircraft worldwide.
- Served on select advisory board to NATO staff in Brussels, Belgium.
- Chief Engineer for multiple research projects for aircraft communications and mission planning systems.

Education Background

Mississippi State University Starkville, Mississippi

B. S. Electrical Engineering, Graduated Special Distinction

Southern Methodist University Dallas, Texas

M. S. Electrical Engineering emphasis in Telecommunications

Board Memberships (Professional and Civic)

Member of Mississippi State University Bagley College of Engineering School Advisory Board

Past President of Critical Messaging Association

Past Chairman of the Communications and Information Technology Organization of Mississippi (CIT.ms)

Past committee member of NATO Industrial Advisory board

Past member of the Personal Communications Industries Association (PCIA) Board of Directors

Past member of Jackson State University Engineering School Advisory Board

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Member of Bigger Pie Forum Board of Directors

Member of the Board of Directors Diabetes Foundation of Mississippi

Past member of Board of Trustees Saint Andrews Episcopal School