

TREWS

Gerry Christensen

Summary

Technology executive with extensive technical and business experience. Over 30 years in planning, engineering, product management and business development in communications networks. Range of experience spans fixed and wireless networks, managed service, and value-added application provider companies. Specialized technology and applications experience in the areas of mobile location services/technology, wireless data, mobile messaging and content services, prepaid wireless services, mobile marketing and wireless advertising services and technology.

Technical Knowledge

- SS7, intelligent networks, and IMS
- Location technology, applications, and services
- Wireless data and mobile messaging and content
- Wireless advertising, mobile marketing, and search
- Prepaid communications technology and applications

SS7 operation and protocols (TCAP, SCCP, ISUP), roaming protocols (GSM MAP and ANSI-41), intelligent network architectures, standards (INAP, CAMEL, WIN), and applications. IMS framework and applications. Location technologies (positioning systems, middleware, applications) and services that utilize infrastructure. Prepay delivery systems (handset/SIM based, service node based, IN based) and implementation/operation issues. Wireless data systems (USSD, HSCSD, GPRS, EDGE, CDMA2000, W-CDMA, LTE), mobile Internet (WAP and HTML), and messaging (SMS, EMS, MMS, MIM, UM, and inter-carrier messaging). Technology and solutions for wireless advertising, mobile marketing, and search.

Experience

2010-present Wireless Waypoint Sequim, WA

Founder and CEO

Wireless Waypoint was founded in 2010 by Gerry Christensen to serve the telecommunications, wireless, and IP based communications industries. We provide consulting, professional and expert services for the telecommunications, Internet, and commerce industries. Our primary focus is wireless technology, solutions and applications. Our core competency areas are switching, signaling, and related applications.

Practice areas include strategy and development of emerging business models and ecosystems, network infrastructure, circuit and IP based applications, operational and business support systems.

2005-2010 Zoove, Corp. Palo Alto, CA

Co-founder and CTO

Developed business plan and led initial fund raising. Provided technical and product functionality direction for prototype application for company start-up. Provided overall technical vision and direction for the company. Led product management for wireless advertising technology, products, and services. Defined overall technical functionality, product and features for support of brand and advertising agency clients.

2004–2005 VeriSign, Inc. Mountain View, CA

Director – Solutions Development Center

Led R&D team within the Marketing Solutions business unit for communications, content, and commerce services. Researched and evaluated new technologies, product concepts, and services. Performed technology and business model assessment for potential fit within corporate product line and strategies. Developed business model and business case for new products, coordinated with Market Research team, product-line managers, and subject matter experts. Directed new products through the gate process and ensuring smooth transition to Product Management. Products included identity management for wireless data and content, location-based services, and location data utility services.

2001–2004 VeriSign Mountain View, CA

Director Wireless Business Development

Planned and implemented inter-carrier SMS business and operations. Developed strategies and plans for new network and application business, especially within the areas of wireless data, mobile messaging and content. Member of team that set the strategy that led to VeriSign acquiring three companies to fulfill its objectives in mobile messaging and content: Jamba!, Unimobile, and LightSurf. Development and execution includes organic growth as well as partnerships, mergers and acquisitions. SME on due diligence team for key acquisitions. Identified new product and business opportunities and provided influence through leadership in the Mobile Marketing Association (MMA). Developed first stage of product gate process as well as resource allocation and proper hand-off to product management for life cycle management.

1999–2001 SignalSoft Corporation Boulder, CO

Director of Product Management

Built and led group of product managers responsible for all corporate mobile location service software products on a global basis. Set direction and established strategic plans for mobile location service application product line. Directed requirements gathering, feature planning, and release management. Communicated strategy/plans in support of marketing and sales efforts. Managed cross-product functions and strategic initiatives.

1997–1999 ILLUMINET Overland Park, KS

Senior Product Manager – Wireless Services

Responsible for new Wireless Intelligent Network (WIN) service business development and life cycle product management of existing wireless network services. Developed WIN service strategy and plans for execution. Directed WIN implementation efforts and ongoing management and optimization of services and vendors/partner relationships. SME on team that engaged National Telemanagement Corporation (NTC) for partnership deals for WIN-based prepaid wireless, which ultimately led to the acquisition of NTC.

1995–1997 BellSouth Cellular Corp. Atlanta, GA

Manager of Network Strategic Planning and Implementation

Led efforts of other staff members and market units to develop network strategies. Developed network evolution plans to support business strategy and in consideration of trends in technology, industry standards, and regulatory environment. Identified, evaluated, and procured network elements to implement network plans. Performed overall coordination for plan execution. Interfaced with vendors for network optimization.

1992–1995 BellSouth Telecommunications Birmingham, AL
Signaling and Intelligent Network Planner/Engineer

Developed plans for network growth and evolution of signaling and intelligent network elements for region. Forecasted link and node capacity requirements based on interconnection expectations and feature deployment strategies. Engineered and monitored network elements to maintain capacity. Developed and monitored capital and expense budgets.

1989–1992 BellSouth Telecommunications Jacksonville, FL
Equipment Engineer and Network Design Engineer

Coordinated installation/removal of switching equipment. Estimated project material, labor, and engineering costs. Supervised seven Network Analyst Specialists. Designed cost effective central office switching configurations based on estimated line and trunk growth and demand. Analyzed communications traffic patterns and forecasted future network usage.

Credentials

Education

Auburn University Auburn, AL (1997)

MBA (with concentration in MIS)

University of Florida Gainesville, FL (1988)

BS in Industrial and Systems Engineering

Licensing

Professional Engineer (since 1995)

Publications

- Co-author of the books, *Wireless Intelligent Networking* and *Mobile Positioning and Location Management*
- Author of several published reports and technical papers about various telecommunications subjects including *Yes 2 Prepay* and *Data on SS7*.

Intellectual Property

Broad IP experience including patent submission and prosecution process, portfolio analysis, and strategy development. Intellectual Property Development: Analysis of the impact of existing wireless industry patents from both a technological and business valuation point-of-view; Forensic analysis of claims vs. potential infringing products.