

# EXHIBIT 4

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### Bahadir 'Baha' Koseli MS • 2nd

Lead Product Marketing Manager - Offer Strategy and Management at AT&T  
AT&T • Cornell University  
Dallas/Fort Worth Area • 500+

Telecommunications Marketing Management personnel with experience in: Product and Business Development, Finance, Project Management, Operations, B2B and B2C Sales, Information Technology, and Customer Service.

Masters Degree: Marketing Analytics  
Undergraduate: Global Business and Business Administration

Resides: Dallas, Texas

Languages:  
Fluent: English, Turkish, and Spanish  
Conversational: Arabic

Recent accomplishments:  
- Multiservice VPN Offer  
Offer ideation to Go-to-Market in 4 months. \$2M business case including tech and process development. Managed end to end process of offer creation.

- AT&T Wi-Fi Enterprise Offer  
Program Management Office Lead for \$700 Portfolio of Wi-Fi services. Lead cross-functional teams to provide industry leading products and services to customers like Hilton, The Home Depot, McDonalds, and American Airlines.

[See less ^](#)

#### Highlights



**1 Mutual Connection**  
You and Bahadir 'Baha' both know Kathryn Nichols

#### Experience



#### Lead Product Marketing Manager - Offer Strategy and Management

AT&T  
May 2016 – Present • 1 yr 8 mos  
Dallas/Fort Worth Area

Lead Product Marketing Manager in the Offer Strategy and Management arena working with AT&T's world class spectrum of products, specifically working with Business Enterprise solutions. First role post Leadership Development Program.

o Offer Strategy Manager for the Multiservice VPN solution

#### Contact and Personal Info

Bahadir 'Baha's Profile, Websites, Twitter Birthday

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#### People Also Viewed



**Nina Kehtar** • 3rd  
Student at University of Texas at Dallas



**Savannah Knight** • 3rd  
Looking into new opportunities, preferably remote



**John Barden, CPA, CFE,...** • 3rd  
Assistant Dean Executive Education The University of Texas at Dallas



**Mora Majid** • 3rd  
VP Administration at Texas Security Capital



**Abby Hwang** • 3rd  
Client Relationship Representative Summit Program at IBM



**Arun Menon** • 2nd  
Global Products & Solutions (GPS) Intern at Verizon



**Tyler Wayne Toth** • 3rd  
Property Manager at Tyler Wayne Property Management



**Preston Alyashuv** • 3rd  
Management Trainee at Enterprise Holdings



**Ekaterina Kouznetsova** • 3rd  
Founder at ArtMail LLC

**Joseph Fernandez** • 3rd

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- The MSVPN solution is an AT&T Static Hybrid VPN which provides private and public Wi-Fi solutions with a highly secure connection to their Virtual Private Network.
- Developed Business Case for Multiservice VPN solution justifying \$2 Million Tech Development and other costs related to solution Launch
- From Ideation, to Planning, Solution and Tech Development, Pricing, Marketing Plan Development and Execution, and Go to Market in 4 months
- Strategic Planning for AT&T Virtual Private Network portfolio solutions

o AT&T SD-WAN Strategy

- o AT&T Wi-Fi Enterprise - Program Management Office Manager
- Led teams of Tech Dev, Sales, Project/Program Management, DevOps, Testing, Technical Architecture, and provider
- Program Management Lead for \$700M/yearly portfolio
- Created and delivered weekly Officer level readouts



### Regional Operations Manager / Data Analyst - Realization Manager

AT&T

Jan 2016 – Jun 2016 • 6 mos  
Plano, Texas

AT&T Partner Exchange - Service Delivery Group  
Bahadir's third and final rotation in the Leadership Development Program with AT&T. He is serving as a Regional Operations Manager in the AT&T Partner Exchange Group.

- o Project Manager in Service Delivery Organization
- o Emerging Business Market Channel
- o Order Management
- o Created Outlier Management Tracker
- o Process Improvement
- o Data Analytics
- o Dashboard/Scorecard Creation



### Global Business Assurance Manager - Business Solutions Customer Service Manager

AT&T

Mar 2015 – Dec 2015 • 10 mos  
Arlington Heights, IL

As a second rotation in the Leadership Development Program, Bahadir has been placed in the role of an Integrated Transport Management Services Manager. He is responsible for 70+ customer service specialist agents.

- o Global manager of on-boarding, training, and execution for all centers (6 U.S. 2 overseas)
- o Co-Created SASHA Expert Training Program
  - Reduced training costs by 50%, and increased effectiveness by 70%
- o Monitored, engaged, and resolved escalations ranging from level 1 managers to C-level escalations
- o Interviewed potential new agents
- o Customer Service Manager
  - Supporting AT&T Products including, not limited to: AT&T Teleconferencing (AT&T Connect), LNS (Local Network Services), MIS (Managed Internet Services), BVOIP (Business Voice Over Internet Protocol), Microsoft Lync/MS Hosted Lync.
- o Managed top tier accounts:
  - IBM, Zimmer, American Airlines, NYSE, Mondelez, and other Enterprise and SMB level customers



### Construction and Engineering Manager

AT&T

Feb 2014 – Mar 2015 • 1 yr 2 mos  
Greater Chicago Area

Bahadir served as a Construction and Engineering manager for the the Greater Chicago Area, with an outstanding team of technicians that are responsible for the build, maintenance, and removal of equipment of the best in class network in the Chicagoland area. Bahadir is responsible for planning, execution, and overseeing of projects in existing Fiber, Copper, and new builds.

Some achievements, responsibilities and projects:

Messaging



- o Managed construction for the entire City of Chicago for 'Fiber to the Node'
  - Created and maintained tracker to track weekly milestones
  - Lead copper team for project delivery assurance
- o Managed High Priority Projects
  - O'Hare Runway and Taxiway Expansion and Renovation
  - Wrigley Field Renovations
  - Lakeview Central Office Renovations
  - Fiber to the Node (FTTN)
  - Fiber to the Business (FTTB)
  - Fiber to the Premise (FTTP)
  - Gigapower installation and maintenance
- o Served as 'duty' manager responsible for all trouble jobs in Chicago and outer suburbs
  - Average repair time for downed services is 8 hours while duty manager
- o Created a new inventory management system for the City of Chicago
  - Cut inventory management time by 90%
  - Accuracy of inventory increased by 50%
  - System provided real time information .
- o Created reporting system for DEG (Digital Electronics Group) manager
  - Provided most up to date figures (versus a weekly run report)
  - Visual objects (Automatically updating visuals) increased visibility and understanding
- o Held Training sessions for Managers
  - Excel, Outlook, SAP, Business Objects, and other essential business software training
- o Created and maintained cloud systems for AT&T Construction
- o Chaired and executed the position of Safety and Security Manager for all construction garages in Chicago
  - Spearheaded continual issues with safety and quality
  - Figures increased by 60% (both safety and security)
- o Continually performed safety, quality and efficiency inspections on all technicians

#### Sales - Account Executive



##### Cox Media Group

Aug 2013 – Jan 2014 • 6 mos  
Dallas/Fort Worth Area

- o Planning, analyzing and evaluating information and agency output relevant to assigned client projects and needs
- o Coordinating and managing the activities necessary to meet the needs of assigned projects
- o Responsible for assuring the fulfillment of orders
  - If not fulfilled, was responsible for "making good" on agreement
- o Was in direct communication between advertising agencies and television stations
- o Represented television stations from all regions across the United States

#### Media (1)

Cox Media Group



#### Financial Analyst Intern

Ericsson  
Sep 2012 – Jun 2013 • 10 mos  
Plano, Texas

- o Full time opportunity allowed Bahadir to interact with all finance officials including CFO
- o Conducted quantitative analysis on financial data to forecast and assess risk
- o Enhanced operational efficiency by 75% by introducing innovative data analysis methods
- o Worked closely with Customer Unit management to provide accurate and actionable data
- o Created and executed training material for all new interns
- o Develop detailed spreadsheets to identify trends and monitor financial stability

Messaging



- o Created and taught training courses and materials
- Trained in SAP, Business Warehouse and Microsoft Office tools
- o Worked with Sprint, T-Mobile, MetroPCS, Cricket, AT&T, and other ma and pa telecom companies
- Promoted to the AT&T account

**Student**

The University of Texas at Dallas  
2009 – 2013 • 4 yrs

Attending the University of Texas at Dallas is the defining point in my academic career. I have learned how to become a successful and professional individual.



**Business Team Leader, Mac Team Specialist, Mentor**

Apple Inc  
Jan 2011 – Sep 2011 • 9 mos  
Dallas/Fort Worth Area

- o Lead store in business sales and specialized in business accounts
- o Specializing in all business accounts through retail store
- o Only employee to meet and exceed quotas for two months straight
- o Bahadir individually generated an average of \$25,000 daily through retail store
- o Managed and mentored 30 employees

**Head Technician/Sales Manager**

Atlantis Computers Inc.  
May 2005 – Aug 2007 • 2 yrs 4 mos

- o Coordinate sales
- o Assemble computers
- o Lead tech team

[See fewer positions ^](#)

**Education**



**Cornell University**  
Data Driven Marketing, Marketing, Complete  
2016 – 2017

Data Driven Marketing degree



**The University of Texas at Dallas - School of Management**  
Master of Science (MS), Marketing, Masters  
2012 – 2013  
Activities and Societies: Alpha Kappa Psi - Professional business fraternity, Dean's Council, DEI - Delta Epsilon Iota - Honor Society, TSA - Turkish Student's Association, Middle Eastern Students Association, UNICEF Management Honors Program, Students in Free Enterprise (SIFE), Dr. Daniel's President Advisory Committee, Toastmasters, Sales Club

Started MS in Marketing directly after completing dual degree undergrad in Global Business and Business Administration.

Planned graduation: December 2013.

**Media (1)**

The University of Texas at Dallas



Messaging



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