

MAURICIO BENDECK

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Senior Manager / Director

PROFESSIONAL PROFILE

Full-energy Sales and Market Development professional for mobile and telecom in The Americas. Rolled-up sleeves as an individual contributor to that of a sales team leader in support of revenue goals, customer targets, and financial metrics. Account Planning for Strategic, Tactical and Operational Management to quickly produce pipelines, opportunity closings and top-line revenues. Excelling in winning customer trust through total camaraderie for fostering the reliability of teams and partners for delivering beyond customers' expectations.

Representative Achievements

- Closure of large wireless \$1M+ deal for Gables Residential multi-state Real Estate Investment Trust (REITs)
- Established \$4M pipeline qualified opportunities with Camden Living and Wood Partners (REITs).
- Executed cellular retransmission and network agreements with at&t, T-Mobile, and Verizon
- Key contributor to Motorola's \$50M Financial Services Practice establishing 34 accounts: Citi, Bank of America, Discover, Visa, for wireless data capture, disaster recovery and security services.
- Key contributor to Telcordia charging and session control data and mobile advertising business for The Americas mobile network operators, systems integrators and software application services providers.

PROFESSIONAL EXPERIENCE

UNITEK GLOBAL SERVICES, Miami, FL Director, Strategic Accounts 2014 - 2015

Lead Florida market development for selling into real estate and educational verticals of REITs, colleges, multi-dwelling units, small-to-mid size property management companies for Unitek's wireless offering. Develop the Florida Selling Plan to align with the Master Sales Plan, Partnerships, and offering.

- Generated \$12M sales pipeline for Unitek offering with a \$275K average customer bids.
- Liaison to BICSI, Associated Builders and Contractors Florida East, International Facility Management Assoc., for Unitek exposure to the industry buyers of our services.
- Directed accounts: Camden Residential, Gables Residential, Broward College, Orlando Utility Commission, University of Miami, Miami-Dade College, FIU, Pirtle Construction, Verizon, T-Mobile, Pensam Capital.

VAS AMERICAS, Miami, FL Director, Sales and Business Development 2011 - 2014

Responsible for business development and sales to greenfield enterprise verticals with partnerships with Interlink Group, ADRF, TE Systems, Dali Wireless, ZoneAcces, SEI and general contractors, to develop DAS, small cell sites, and telecom infrastructure opportunities in South Florida.

- Leading \$3M DAS RFPs bid-responses to REITs and GC's while recruiting SIs and communications vendors.
- Developing Real Estate and Higher-Education relationships for DAS, CCTV and low-voltage sales opportunities in support of \$1.7M quota closing \$1M+ In-Building Cellular agreements with 7 year SLAs.
- Directing sales and market development plans, and product development projects, for responding to carrier and MSOs RFX's targeting network services valued at \$3M.

XIUS-BCGI, Miami, FL Director, Business Development 2009 - 2011

Challenged to fix mobile operator relationships creating a \$30M Sales Pipeline with 14 operator properties. Balanced personal and team sales development/mentoring activities to execute on region opportunities.

- Established post-paid to prepaid mobile roaming pilots with Claro valued at \$300K.
- Led M2M Smart Poster pilots with Tigo and Telefonica, valued at \$1M.
- Directed roaming suite tenders with Claro, Tigo, and Telefonica, valued at \$3M.

TELCORDIA TECHNOLOGIES, Miami, FL Strategic Account Executive**2007 - 2009**

Cross-business development leader, and external resources, for sales/development efforts in The Americas encompassing multi-million dollar deals balancing direct and indirect selling resources: Accenture, Indra Company and IBM. Developed Total Account Selling Plans from scratch gaining Tier 1 and 2 opportunities for mobile VAS with MNOs and cable operators: Telefonica, América Móvil, Cablecom, Amnet, and Tigo, for advocating Telcordia service creation platform for interactive and multimedia applications and service delivery with customers and partners.

- Mentored rising sales stars to transfer ownership of the Telefonica global account valued at \$24M.
- Prime leader for Cablecom and Amnet (Millicom cable operator) CEO exploratory sessions (2-days) attended by more than 50+ senior staff for becoming MVNOs in Mexico and Central America.
- Led service delivery 2-day real-time prepaid charging workshops for America Movil and Telefonica marketing and technical teams representing \$9M VAS potential upside.

PERMITA, Miami, FL**Director, Sales and Market Development****2005 - 2007**

Tasked with selling prepaid and top-up and proximity mobile payment projects, M2M, and messaging portfolio business with Cingular, Sprint/Nextel. Driving force for go-to-market team strategies and operations, enterprise segmentation and vertical market focus while aligning/calibrating partners to meet internal and external expectations.

- Lead for mobile network payment strategy to increase post-pay ARPU profitability to reduce post-paid billing repudiation.
- Developed M2M prepaid charging solution for Blue Cargo, ETC, Sensormatic, Pepsico, and Frito-Lay \$315K deal value.

MOTOROLA, Schaumburg, IL**Director, Business Development, Financial Services****1998 - 2005**

Selected by Motorola Business Board to create business development team to leverage Motorola's security offering to the Financial Services industry. Brought-in outside consultancy PricewaterhouseCoopers, vertical accounts while recruiting selling partners, account managers, engineers, service delivery and project management talents.

- Created \$18M greenfield opportunities utilizing Motorola cross business units for security and mobile.
- Prime contributor for mobile computing credit card deal using Symbol, Good Technologies and services partners for Citibank \$2M project with a 28% net margin in nine-month sale cycle.
- Developed \$8M wireless communications Disaster Recovery / Business Continuity service trialing Bank of America, and Wells Fargo.

EDUCATION B.S. Business Administration. Jacksonville University, Jacksonville, Florida.

ADVANCED EDUCATION Siebel Target Account Selling, Salesforce.com, Phifer Systems' Strategic Account Planning, and Scotwork Negotiation Skills, Digital Six Sigma, Integrity with Ethics; Augusta Management Leadership Institute.

AWARDS AND RECOGNITION Motorola Bravo Awards for Performance Achievements, Webby Award Best in Web for Motorola Websites, Chairman's Award for Individual and Team Achievement.