

## Robinson Ansell

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### Personal Profile

A goal oriented, innovative high achiever with over ten years experience in telecommunications and related industries with strong analytical, inter-personal and team working skills. I have proven negotiation and influencing skills and a strong track record in driving successful working relationships.

### Key skills

- Consistent track record of driving new business wins and meeting business case targets
- Combined Marketing & Business Development, Product Management, Commercial and Technical expertise with ability to work at all stages of the development and sales cycle
- Experienced team director with demonstrable success in launching new products
- Extensive global experience with direct clients and partners, industry analyst and press interviews, presentations and seminar leadership at leading industry conferences
- Key expertise in IP, Multimedia, Broadband, Ethernet and Optical solutions
- Wide ranging knowledge of service provider business and operational models

### Key achievements

- **Business Development Campaigns for Ethernet Service & Hosted Applications.** Created and executed Ethernet Service & Hosted Applications consultancy based sales campaigns with target customers and partners. Created £10m+ upside opportunity.
- **Carrier Ethernet, IP Multimedia & Hosted Applications Strategic Reviews.** Drove scenario planning (including business model and network evolution) for Carrier Ethernet and IP Multimedia & Hosted Applications, establishing strategic impact on services
- **Business Relationship Management.** Built successful new business relationships with target customers and drove cross-functional working relationships within Marchway.
- **New Product Portfolio Launch.** Managed the successful launch of several product lines, including overachieving by more than 20% against business plan
- **Business Planning & Process review.** Rationalised product portfolio business plan and DWDM Product Management team during market downturn & was part of a successful implementation team for a new product marketing structure
- **Partner/Channel Management.** Managed the pre-sales enablement of key channel partners (including Motorola and Nippanto) and drove key technology partnerships.

### Career Details

#### Dec 2003 – Present: Marchway PLC

Marchway is a major European equipment vendor for telecommunications transmission equipment.

#### Director, Product Marketing

March 2003 - present

Promoted in March 2004 to head the launch of Marchway's new Optical Metro Portfolio and drive new Optical Networks business wins in the Northern European Carrier Business. In 2005 added responsibility for business development for Marchway's Softswitch and IP Multimedia applications portfolio.

- Owned Market Strategy for Northern Europe Carrier and Enterprise business
- Managed global business plan for new Marchway Optical Networks Metro Portfolio including full marketing mix and establishment of fiscal targets
- Owned the creation of business case led service provider propositions for next generation applications portfolios for carrier Ethernet and IP Multimedia services.
- Drove new product launch to meet key business case target customers and identify key "big win"

- customer opportunities
- Extended Marchway's sphere of influence in target customer base and end-user communities
- Drove continuous promotion of the product portfolio to internal Executive, press/analyst and customer audiences.

#### **Business Manager, DWDM Product Line**

**May 2001 – March 2003**

Promoted to head the DWDM Product Line business

- Managed the DWDM Product Management team
- Managed the road map for all DWDM product lines, acting as point contact to drive out product lines into all direct and channel sales function
- Owned product line P & L's and business cases to ensure business plan targets met
- Managed the launch for new DWDM product lines into direct and channel sales functions
- Identified key technology partner (ADVA Optical) for Metro DWDM portfolio and drove [partnership agreement](#) from inception to closure

#### **Metro DWDM Product Manager**

**Dec 1999 – May 2001**

- Managed introduction of new metro DWDM product into the portfolio and key customers, including creation of full range of product collateral and market plan
- Created and executed marketing and business development campaigns to drive product into existing and new markets (principally EMEA and NA) providing full pre-sales support.

#### **Nippanto Telecommunications**

**Dec 1997 – Dec 2003**

Nippanto Telecommunications supplied Optical Transport Products into the mobile network sectors.

**Senior Systems Engineer** Responsible for system specification for Nippanto's Synfonet Access Node, launched in 1998. Designed a synchronisation management system for Nippanto SDH products, submitted for patent; product achieved more than 10 key customer wins in Europe and China during 1999.

#### **Blenheim, Faculty of Technology**

**Oct 1994 – Dec 1997**

**Senior Lecturer & Course Director MSc Data Communications**, general manager for the MSc program, including successfully increasing student numbers and obtaining industrial sponsorship.

- Managed the curriculum development and teaching staff to ensure alignment with employers requirements
- Supervised research students for MSc and [PhD programs](#)

### **Education & Qualifications**

#### **University of Midway**

**1987-1994**

1994: **Ph.D. Electronic Engineering** (*Optical Multiple Access Networks*)

1990: **B.Sc. (Hons) Communication Engineering – 2:1**

1987 **A-Levels**: Maths (A), Physics (A), Chemistry (A), General Studies (B)

#### **Personal Information**

Date of Birth: 7<sup>th</sup> December 1967. *Nationality*: British

#### **References**

Available on request