

Dennis A. Branch

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Professional Summary

Senior Leader who specializes in startups, brand development, sales / telesales, distribution, marketing, operations and team leadership to create a dominant market share. Over 14+ years in progressive Leadership roles within the advanced technology industry - deployed the first 4G Network in the United States in 2009. Took a struggling startup to a half-billion plus dollar annual producer with the lowest operating costs and highest customer retention rates in the industry.

Key Strengths and Competencies:

- B2B / B2C, Direct Sales, Enterprise and SaaS
- Successful Multi-Unit and Remote Leadership
- Inbound / Outbound Telesales Management
- National Big Box Retail Contract Negotiations
- Extensive Government Relationships
- Multi-Million Dollar P&L Accountability
- Operations Leadership in Fortune 500 / Start-Up
- Succession Planning & Employee Development

Professional Experience

VP of Sales and Operations, Unoton, Inc. (AT&T) – North America

10/2013 – 04/2015

Post the Sprint / Softbank merger - retained for a contracted time as a Senior Consultant to the largest premier partner to AT&T due to a tenured and successful relationship at Clearwire. Report to CEO with P&L accountability for 650+ employees and \$200M+ B2B / B2C, Enterprise, Retail and Telesales channels.

- Led the AT&T acquisitions of AIO Wireless and Cricket Wireless via sales & telesales channels that generated over 60K+ new customers monthly and tripled new sales revenue into existing customer base. Selling into the B2C segment with the AT&T Portfolio: [Digital TV] [Home Phone] [Internet] [U-Verse] and [Wireless].
- Helped transform Quality Assurance metrics from 55% to over 90% within 90 days of assuming position.
- Lowered attrition rate from 50%+ to under 15% in 90 days by building succession plans for sales force.
- Introduced Green Dot VISA to retail & telesales division – generating \$3M in additional revenue annually.
- Cultivated successful partnerships with MD Anderson, St. Joseph Medical Center and West Houston Medical Center, worth more than \$2.3M in Enterprise revenue in first quarter of 2014.
- Surpassed company quarterly quota by 146% in Q1 and Q2 of 2014.

Regional Director – Clearwire, Inc. (SoftBank / Sprint) – Southeast / West Region 12/2008 – 09/2013

Career Trajectory during Tenure: Indirect Sales Manager > Territory Manager > General Manager > Regional General Manager.

Led Sprint's new subsidiary, Clearwire, with the multi-billion dollar launch of the first 4G Network in the nation. Investors included Comcast, Google, Intel, Lenovo, and Time Warner. Reported to VP of Sales with P&L accountability for the \$500M+ Sales and Operations division. Led over 200+ internal employees across multiple states overseeing B2B / B2C, Indirect, Retail and Telesales channels – with an additional 4,000+ distribution points consisting of Authorized Agents, Big Box Retailers and Corporate Retail.

- Promoted many times during my tenure at Sprint due to market performance and results.
- Developed multi-million dollar sales / telesales campaign nationwide marketing advanced B2B / B2C solutions – such as: [Cable Television] [Enterprise] [Internet] [Home Security] and [Wireless Solutions].
- Dramatically improved customer satisfaction scores and reduced customer care costs via selective outsourcing and empowering the team to resolve customer issues in numerous new ways.
- Guided Senior Engineers weekly on network performance and expansion opportunities.
- Drove substantial cost cutting and process improvement efforts; reduced subscriber acquisition costs from \$450 to \$200 per customer and slashed operating expenses per subscriber by 60%.
- Guided teams in the launch of two new businesses including Clearwire Enterprise Services, targeted at providing super-high-capacity internet to large Enterprise customers, and CLEAR Professional, focused on providing low-cost internet access and fail-over services to the SMB market.
- Exceeded 2012 - 2013 gross add targets by 37%— yielding largest production in the region's history.
- Launched the following major markets: California (Los Angeles), Colorado (Denver), Florida (Miami, Orlando, Tampa), Nevada (Las Vegas, Reno), New York (NYC), North Carolina (Charlotte, Raleigh) and Texas (Houston).

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Professional Experience

General Manager, Branch-Allen Cadillac GMC – Southern Gulf Coast 03/2007 – 12/2008

Post Hurricane Katrina – returned back to support the resurgence of our family business. During our official re-grand opening – took over as Senior Leader to secure the competitive market share in the automotive sector.

- Combated prior ineffective online marketing by fully automating our inventory to online resources and increasing internet sales by 45% - an additional \$30K in net profit monthly never generated prior.
- Introduced fully automated software, Cobalt, within the service department. This led to revenues greater than \$100K per month within that division. Over 55% increase from prior year.
- Removed third party QA outbound telesales system in place prior to an in-house follow-up system that generated far better return on quality of sale, retention and service department revenue. Leading to an increase in revenue by \$20K+ per month – or up 38% from previous system.
- Instituted further training for sales force via Grant Cardone to provide motivational training and support through a system for car dealers. Energized our sales force and provided proper tools to better close on our interactions and gain better retention rates of returning customer base.
- Hired my successor in late 2008 after stabilizing business and producing net profits in excess of \$200K monthly – a \$55K+ increase per month than prior year.

General Manager, Verizon Wireless, Inc. – South Region 06/2004 – 03/2007

Served as a Leader in both the B2B / B2C Segment as well as the Retail Segment. Managing all aspects from Business Customer Channel as well as within the Retail Store Channel.

- Successfully launched the new brand Verizon Wireless in 2004 in the Southeast Gulf Coast Region.
- Successfully launched in-house telesales division to follow-up with customer base for QA and add-on additional revenue to existing base.
- Promoted to launch the Savannah, Georgia Market in 2005 after the growth attained in Gulf Coast Launch.
- Promoted by Regional President in 2005 to highest volume region due to track record of metrics achieved.
- Presented Verizon's Highest Honor in Achievement for the South Area for the years 2005 and 2006.

Indirect Sales Manager, Sprint PCS – Southern Gulf Coast 03/2001 – 05/2004

Recruited to secure franchisee and authorized retailers for new wireless company within the market. Within the first year grew territory to over 90 established locations. Additionally secured solid relationships and rapport with Big Box Retailers such as Circuit City, Radio Shack and Wal-Mart.

- Launched Sprint PCS to the public in 2001 within Gulf Coast Region and exceeded first year target by 175%.
- Secured over 60+ Authorized Retailers, including National Big Box Retailers, within Gulf Coast Region in first year of acquiring role – increasing the Year over Year growth by 55%.

Education

University of North Carolina at Chapel Hill 2001
Bachelors of Science in Business with a concentration in Management.