

CHARLES E. BAKER

[REDACTED]
Aurora, IL 60564
[REDACTED]
[REDACTED]

Executive Director

- ◆ Highly motivated and accomplished leader with a strong record of achieving outstanding results leading, defining, developing, and delivering high quality products and services in the field of broadband communications, and smart city solutions development. Proven business and revenue builder, with very strong communication, and leadership, skills. Experienced in leading cross-functional multi complex matrix organizations in and across market domains and vertical segments, as well as optimizing business entities to increase both customers' satisfaction, and shareholders' value.

Specialties: Leadership, Organizational Effectiveness, Business Development, P & L Management, Strategic Planning, Channel Delivery, Program and Project Management, Smart City Solutions and Broadband Initiatives, Cloud, IoT, and Wireless Technologies. Strong Program and Project Management Professional skilled in executing on project delivery, Channel Management, Business Development, and C- Suite level Executive Customer Relationship Management. Well versed in trending technology including Smart City initiatives, Cloud, IoT, Security, Wireless, as well as Data Analytics. Highly motivated, driven successful Senior Manager with a proven track record and reputation for achieving outstanding results.

PROFESSIONAL EXPERIENCE

OnLight Aurora, Aurora, IL
Executive Director

April 2020 to Present

- Managed the day to day business operations while developing short and long term marketing and strategy plans for acquisitions of both fiber and wireless broadband commercial customers within 60 mile fiber footprint and maximizing revenues of existing base.
- Work with telecom carriers, fiber providers, and trading companies seeking dark fiber access into the three datacenters residing within OnLight Aurora's geographic footprint.
- Partner with IT centric companies and broadband solution providers to create smart city ecosystem for future network transformation synergies and opportunities.

Jacobs Engineering, Chicago, IL

November 2019 to May 2020

Community Development Professional – Project Management Office

- Project Management Professional based onsite customer premise responsible for executing on project delivery.
- C- Suite level Executive Customer Relationship Management with elected Government Officials, Business Leaders, and locally embedded Community Organizations.
- Operated in cross-functional multi complex matrix organizations in and across market domains and vertical segments.
- Maintained and created monthly in-depth customer level analysis to pinpoint market and program weaknesses and trends to quickly address needs for improvement.
- Well versed in trending technology including Smart City initiatives, Cloud, IoT, Security, Wireless, as well as Data Analytics. Highly motivated, driven successful Senior
- Manager with a proven track record and reputation for achieving outstanding results.

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AT&T, Integrator Solutions, Lisle, IL

June 2010 to March 2019

Lead Channel Manager – Field Marketing

- Operated in cross-functional multi complex matrix organization in and across market domains and vertical segments. Maintained and created monthly in-depth customer level analysis to pinpoint market and program weaknesses and trends to quickly address needs and/or areas for improvement. Worked well with Executives and Leadership to manage, execute, and communicate initiatives, analyze results, and resolve issues that impacted achieving results.
- Developed marketing plan to launch Joint GTM IBM/AT&T Smart Cities Solutions sales launch. Project managed and collected market sensing information to better target IS customers, track sales and effectiveness of promotions and offers to ensure a successful deployment.
- Developed strategic B2B GTM relationships with vertical Systems Integrator market customers for sell through and sell to of joint AT&T solutions.
- Designed and developed competitive channel strategies, terms and conditions and channel marketing programs in order to enhance the productivity, revenues, and profitability of the Integrator Solution Sales Segment.
- Redesigned channel marketing programs and processes to provide added value and optimized channel effectiveness.
- Identified new and emerging channels, resources, intermediaries and created integrated Wireless and Wireline strategies, plans, and programs to leverage opportunities.
- Applied advanced principles, theories and concepts, to evaluate impacts on strategic distribution, channel planning objectives and strategies. Served as Team Lead and foremost market research analyst.

AT&T, Hoffman Estates, IL

January 2006 to May 2010

Business Development Manager

Associate Director – Offer Development

- Led the Global Sales Enablement solution development. Performed project management and critical analyses to meet aggressive timelines in an ever changing challenging environment. Conducted financial analysis, demonstrated knowledge of legal/regulatory affairs, generated sales, collaborated in legal negotiations, and constructed custom offers. Continuously balanced multiple priorities under stringent deadlines while executing superior customer interaction.
- Directed customer negotiations, provided pre- and post-sale program and project management.
- Generated and negotiated template-based contracts as well as term and conditions.
- Explained contractual and financial implications of complex custom agreements to AT&T account teams and end user customers.
- Developed complex winning offers which integrated the broad spectrum of AT&T Services, including voice/data/IP and Wireless services.

AT&T, Hoffman Estates, IL

2003 to 2005

Program Manager – Complex Solutions

Project Manager – Complex Bids

- Served as Team Lead for virtual teams (Integrated Response Teams) on product, service, pricing and billing development to satisfy customer proposal requirements. Demonstrated job flexibility, strong organizational skills and increased customer/shareowner value significantly.
- Determined account strategies with SBC sales teams for proposals/responses.
- Evaluated and selected vendor/affiliate partners and defined rules of engagement.
- Project managed RFP responses and proactive proposals.

PREVIOUS RELEVANT EXPERIENCE

SBC/AT&T, Hoffman Estates, Chicago, IL

National Account Manager

Territory Account Manager

- Maximized profitable revenue growth on SBC's National and Major Accounts in the Midwest region.
- Created sales strategies and applications to expand market growth through customized, innovative solutions/sales opportunities which satisfied the client's strategic goals.
- Attained sales, marketing and operational objectives; managed and resolved issues, product development and executive positioning.
- Served as a liaison between internal SBC Departments such as Billing, Call Centers, Product Management, Marketing, Industry Markets, as well as Retail, Project Management, Hi Cap, and their respective counterparts in PAC Bell and SWBT.
- Consistently interacted with high level SBC Executives.
- Despite a declining market and a very hard-hit industry, ended over 172% of New Network Monthly Revenue Quota in one year.
- Averaged over 130% of revenue targets during entire tenure.

EDUCATION / CERTIFICATIONS

Triton Community College – River Grove, IL. , General Studies Program

Loyola University - New Orleans, La., Political Science

Professional Scrum Master (PSM)

Scrum.org

AT&T Network and Platform

Network and Mobile Security

Voice and Collaboration

AT&T University – Dallas, TX., AT&T Proficiency Program

Project Management

Data Analytics

Tableau

AWS Cloud Practitioner

Computer Training Services, Inc. - Naperville, IL.

PROFESSIONAL AWARDS AND ORGANIZATIONS

AT&T Service Excellence Award Winner, 2 Quarters

AT&T Service Excellence Award Winner, 1 Quarter

AT&T Sales Master Award Winner 4 Quarters

AT&T President's Club Award Winner 2 years