

# MICHAEL R. SULLIVAN

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## HIGHLIGHTS

- **Start-up experience** – IP Telephony, ISP, Shared Tenant Services (BLEC), Wireless
- **P&L experience**, supported by a quantitative "tilt" to deliver forecasted results.
- **Product marketing experience**, mostly in new product launch - working with engineering, operations, & marketing teams.

## CAREER HISTORY

### **DEPARTMENT OF HOMELAND SECURITY (DHS)**

May 2003 - Present

#### **Assistant Director, OCIO Support - TSOC, TSA**

- Direct, as the primary customer interface for OICO, an IT/Telecom workforce of twenty-three (23) personnel servicing the Transportation Security Operations Center, (TSOC). The TSOC is a 24x7 watch operation whose mission includes protecting the nation's transportation system, District of Columbia's airspace, and non-transportation infrastructure nationally, and supporting TSA's Continuity Of Operations Planning, (COOP).
  - Services include enterprise and classified voice and data services, to include workstations, LAN, servers, network connectivity, and applications.
  - Technologies include multiple IP applications, including VoIP, alert notification systems, emergency operations reporting systems, network storage systems, redundant fiber feeds, satellite communications, and satellite television. (10/04 to present)
- One of 10 DHS employees selected to join the DHS Infrastructure Transformation Office (ITO) within the DHS CIO Office. The ITO is chartered to integrate the infrastructure (desktops, networks, data centers, and operating centers) of the 22 bureaus creating the largest civilian agency. The infrastructure O&M budget represents \$1.3 billion per year. (4/04 to 10/04)
- In a matrix organization, directed a staff of ten professionals responsible for leading the delivery of infrastructure services, enterprise, and mission applications to Transportation Security Administration (TSA) internal customers. Developed sales presentation for educating the customers on process and available capabilities. All services are outsourced to contractors for delivery. (5/03 to 4/04) **Top Secret Security Clearance**

### **SULLIVAN CONSULTING**

November 2001 – May 2003

#### **Principal**

- Developed the **VIP Connect!** service concept, perfect for wholesale deployment - End user call control & screening, integrating wireline, wireless, and internet. <http://www.msullivan.org/PAM.html>
- Proposed enhancing *one-to-one marketing* with a **Trusted Broker** – enabling the individual to leverage his/her personal data in exchange for internet content, without compromising data or identity. Presented business concept to USA Today.com and eBay. Both companies expressed interest in participating, but would not take the lead role. <http://www.msullivan.org/Trusted Broker.pdf>

### **PINGTONE COMMUNICATIONS, INC**

March 2000 - November 2001

#### **Founder/ EVP Business Operations**

- **Created IP Telephony concept and launched PingTone with co-founder.** – With the intelligence in the network, delivered feature rich voice services, high-speed internet connectivity, and unified messaging in a single package, and at a competitive price to the Small to Medium Enterprise market. Secured \$800,000 in angel funding for proof-of-concept, built initial system, secured three customers.
- **Directed customer implementation, customer service, network operations**, including test and acceptance of beta call processing equipment and networking services.
- **Recruited COO, CTO, and primary technical staff.**
- Prepared business plan & venture capital presentations.

## **SULLIVAN CONSULTING**

1998 – 2000

### **Principal**

- **Managed Executive DSL, a start-up ISP.** Retained by the founder to either grow the DSL resale business to profitability, or arrange an alternative to halt the negative cash flow. After assessing the market opportunity, and available resources, negotiated the sale of customers base, at a premium price of \$1,000 per drop.
- **Created internet portal concept** to maximize user satisfaction and user autonomy through the use of digital IDs, and, at the same time, maximizing one-to-one marketing opportunities.

## **SHARED TECHNOLOGIES FAIRCHILD, INC., an Intermedia Communications Company**

1985 – 1998

### **Vice President, Network Management**

- **P&L responsibility** for an annualized \$48 million long distance resale services, leveraging the skills and network resources of three major carriers, MCI, Worldcom, and AT&T, in addition to various smaller carriers.
- **Directed network planning, implementation, and maintenance** for the nation's largest *shared tenant services* company, providing enhanced telephone communication services to 110,000+ PBX end-users in over 450 office buildings nationwide.
- **Led the integration** of merged company nationwide networks to realize immediate merger synergy valued at \$10.8 million annually.

## **WESTERN UNION TELEGRAPH COMPANY**

1980 - 1985

### **Senior Director, Marketing**

- **Led the preparation of the FCC nationwide paging filing**, which provided Western Union prominent industry participation. Directed all internal resources, and selected and supervised external operations consultants and FCC lawyers.
- **Managed joint venture partner relationships**, positioning Western Union as one of the largest cellular telephone players in the industry. Responsibilities included:
- **Launched and sold intra-city high-speed digital access**, to large commercial customers and carriers. Responsibilities included directing engineering and finance resources to support the product packaging and pricing.

### **EDUCATION**

**MBA, The Darden School, University of Virginia  
BA, Economics, University of Virginia**

### **COMMUNITY**

Led 100 member Boy Scout Troop as Scoutmaster; Boy Scout District Eagle Advisor; launched neighborhood swim team with two other adults; served on Board of Trustees of neighborhood; led church youth activity.

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