

BRYAN STERLING WILSON

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▼ AREAS OF EXPERTISE

▼ BUSINESS DEVELOPMENT

- ▶ Business Plans
 - Strategic Planning
 - Financial Planning
 - Market Analysis
- ▶ Executive Presentations
- ▶ Complex Negotiations
- ▶ Build & Manage Relationships

▼ MARKETING

- ▶ Focused Campaigns
 - Internet Web Site Design
 - Print Advertising
 - Direct Mail
 - Telemarketing
- ▶ Public Relations
- ▶ Trade Shows

▼ MANAGEMENT

- ▶ Develop Clear Objectives
- ▶ Develop & Implement Strategy
- ▶ Creative Problem-solving
- ▶ Human Resource Management
- ▶ Procedure Re-engineering
- ▶ Detailed Documentation
- ▶ Training

▼ REAL ESTATE

- ▶ Site Identification
 - Understanding needs
 - Meeting Objectives
- ▶ Leasing
 - Landlord/legal interface
 - Expedited negotiations
- ▶ Zoning
 - Bylaw analysis
 - Comprehensive application
 - Public hearings
 - Permitting

▼ INTRODUCTION

Particularly suited for high-visibility projects where time is of-the-essence. Proven track record in negotiation, and successful resolution of challenges. A positive self-starter with excellent organizational skills and a high level of motivation.

▼ SELECTED ACCOMPLISHMENTS

Identified, leased, and permitted over 100 sites for AT&T Wireless Services new market build in the Albany, NY market. This project represented the fastest time-to-market for any AT&T project of this scope.

Concurrently managed several high-level projects in markets from New York City to Northern New Hampshire.

Successfully marketed and leased SBA towers to major wireless service providers in a territory from VA to OH to ME. Developed key strategic relationships and build corporate image and brand.

Co-founded a mortgage banking company serving small and medium-sized financial institutions through negotiated mortgage portfolio acquisition and brokerage.

Developed and implemented a marketing campaign which generated over \$80 million in potential bank-note business in six months.

▼ EMPLOYMENT HISTORY

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|---------------|---|--|
| 1/02 – | : | Northeast Wireless Services, Winchester, MA:
(Wireless Industry Consulting Firm)
Principal/Lead Consultant |
| 1/01 – 12/01: | | SBA, Inc, Lowell, MA:
(National Wireless Infrastructure Developer)
Strategic Development Manager
New England Territory |
| 4/00 – 12/00: | | SBA, Inc, Beverly, MA/Boca Raton, FL:
(National Wireless Infrastructure Developer)
Business Development Manager |
| 11/98 – 4/00: | | Tower Resource Management, Waltham, MA:
(National Wireless Industry Consulting Firm)
Site Acquisition Specialist |
| 4/96 – 9/98: | | Boston Ski & Sports Club, Brighton, MA:
(New England's largest sports-oriented social club)
Manager |
| 9/94 – 1/96: | | Ironhorse Advisors, Inc., Manchester, NH:
(mortgage portfolio brokerage)
Partner/Marketing Director |
| 1/93 – 9/94: | | First Amherst Financial Group, Inc. Bedford, NH:
(a division of Coldstream Real Estate Advisors)
Vice President, Marketing |
| | | Coldstream Real Estate Advisors, Bedford, NH:
(largest commercial RE broker in NH)
Commercial Broker, NH real estate license |