

# Curriculum Vitae

## Peter George Howard

### Personal Information

Name	Peter George Howard
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Home Town	Walton on Thames, Surrey UK

### Degrees/Diplomas and Qualifications

Summer 1995 1989	Member of Alcatel High Potential and Corporate Executive Training Schemes MBA (specialising in International Marketing, Strategy and Project Finance) City University
April 1984	Certificate in Industrial Marketing Research - European College of Marketing and Marketing Research
May 1980	Operational Telecommunications Systems (Part 1) British Telecom
March 1980	Technical Appreciation for International Operations Record Services and Transmission Cable and Wireless
1978	BA Honours (2.1) Business Studies and Finance

### Work History

#### 2007: Datawave Limited - CEO

- Development of feasibility studies for a number of international submarine cable systems
- Development of Business Plans for a number of international submarine cable systems
- Vendor selection for a number of international cable systems (development of commercial documents, tender appraisal and contract negotiations)
- Development of commercial agreements in support of strategic partnerships, operations and maintenance, and capacity sales
- Strategic advice and support to clients

#### June 2006 - December 2006: - Alcatel - Director Marketing Europe and South

A Paris based role with responsibility for co-ordination and control of primary marketing activities for the Europe and South Region. An active member of the global Alcatel-Lucent integration team, and responsible for key areas of the development of the new Europe North Marketing organisation; roles and responsibilities, organisation, resources, processes and planning.

#### November 2003 - June 2006: - Alcatel (Area 6) - Director Strategic Marketing

An Antwerp based role with responsibility for detailed customer and competitor analysis, the development of associated product launches, customer event and customer account strategy recommendations, market sizing, budget validation, strategic planning and associated reporting at the Alcatel Executive Committee level, and the transfer of best practices within Alcatel Area 6.

#### November 2001 - November 2003: - Alcatel UK+I - Deputy CEO

The direct management of Purchasing, Marketing, Bidding, Quality, Supply Chain and Call Centre activities, for Alcatel UK+I. Also responsible for tender strategy and bid approval for all major offers, and the overall operating efficiency of UK based business divisions. Deputy Chairman of the UK+I management committee, and direct management of a combined team of over 70 people.

- Consolidation of Alcatel Ireland Supply Chain, Purchasing and Bidding activities into a combined UK+I, structure with associated cost savings and efficiency improvements
- Implementation of consistent bidding, risk analysis and tender approval processes throughout UK+I
- Successful diversification of the unit into the Private sector market segment, and involvement in multi-year contracts to underpin the fixed cost base
- Alignment of Sales and Marketing activities into specific and directed customer segments and accounts, with associated resource plans
- Implementation of Cost of Non Quality reporting and corrective action process
- Significant involvement in the development and oversight of general restructuring initiatives generating savings in excess of target

**August 1999 - November 2001: - Alcatel Submarine Networks - Director Sales (Deputy Director Sales and Marketing)**

A Paris based role with responsibility for divisional pricing strategy, bid strategy and profitability, risk assessment, bid planning/commercial proposals and tender processes, co-ordination of the regional sales offices, consortium negotiations and the management and development of the commercial teams (60 people), with associated budget management responsibility. The development of account relationships at senior levels globally.

- Developed and implemented the bid strategy, and led the contract negotiations for a number of systems, together with various system upgrades, having a combined value in excess of US\$1bn
- Led supplier consortium negotiations with Fujitsu for the Tiger network
- Development of the business case in support of the Apollo project
- Implementation of consistent tender and planning processes and review procedures
- Implementation of coherent pricing strategy

**August 1997 - August 1999: - Alcatel Submarine Networks - Regional Director for the UK, N. Europe, Southern and Eastern Africa, and the Indian Subcontinent**

A UK based role with overall responsibility for marketing, regional and tender sales strategy, pricing recommendations, contract and consortium negotiations, account relationships (with major regional and UK customers - BT and CW) and the management and development of the local commercial team with associated budget responsibility.

- Developed and implemented the bid strategy, and led the contract negotiations for systems with a combined value in excess of US\$1.6bn
- Development of the UK commercial team, through the definition and implementation of clear roles, responsibilities and development plans
- Negotiation of the co-contract agreement with CWM for the UK-Germany 6 supply contract

**February 1995 - August 1997: - Alcatel Submarine Networks - Regional Director, Caribbean and Latin America**

A US based role (Reston, Virginia) with responsibility for market development, account management, sales strategy, tender development and the leadership of contract negotiations with customers and consortium partners.

- Developed and implemented the bid strategy, for the Atlantis II supply contract
- Developed and implemented the strategy for the Pan-American cable system and supported the supply contract negotiations and co-contract negotiations with ATT-SSL
- Developed and implemented the bid strategy, and led the contract negotiations for the CJFS contract
- Supported sub-contract negotiations with ATT-SSL for the Hispaniola contract
- Positioned Schahin Cury as the successful bidder for the Brazil Domestic system



#### March 1989 - February 1995: - STC Submarine Systems - Area Marketing Manager

Responsible for market and customer development for the Caribbean, account management for CW and regional customers, and the development and implementation of tender strategy.

- Developed and implemented the bid strategy, and led the contract negotiations for the Swansea - Brean system
- Established the company as a credible supplier of systems in the Caribbean and Latin America
- Developed and implemented the bid strategy and represented STC within the supply consortium in the successful contract negotiations for the Venezuela Domestic system
- Developed and implemented the bid strategy for the ECFS system and led the contract negotiations
- Secured the contract for the St. Kitts extension to the ECFS system

#### July 1985 - March 1989 Manager: - STC Submarine Systems - Business Strategy and Market Development

Responsible for competitor price evaluations, business planning, market forecasting, market development studies, overall responsibility for the Sales and Marketing quality procedures and processes.

- Development of the business case, tender strategy, and pricing for the Thailand Domestic system, and support to the contract negotiations and financing and co-contracting negotiations
- Development of the Market Requirements Specification and Business Case supporting the development of unrepeated systems within STC
- Optimised pricing on a number of successful commercial offers
- Successful BSI audit as part of divisional accreditation

#### October 1983 - July 1985: - STC Submarine Systems - Market Analyst

Responsible for market forecasting, business planning, and the initiation and presentation of market development studies.

- The development of the justification for the SAT2 cable system, and subsequent support to TSA in their gaining internal approvals to proceed with the system

#### April 1981 - October 1983: - Cable and Wireless plc - Regional Business Executive MIA

Responsible for market analysis, business planning, and the development of business cases supporting major capex programmes.

- Implementation of regional strategic plan and associated processes

#### February 1979 - April 1981: - Cable and Wireless plc - Systems Planner

Switch and circuit dimensioning, route planning, analysis and reporting of call statistics and the development of business cases in support of major capex programmes.

- Successful business cases for Standard C earth stations, low capacity international telephone exchanges and the first data access exchanges

#### September 1978 - February 1979: - Cable and Wireless plc - Graduate Trainee

### Professional Membership

Fellow of the Chartered Institute of Marketing