

JOHN BAKER

SVP, Ecosystem Business Development

John Baker is the Senior Vice President of Ecosystem Business Development at Mavenir. A veteran of the mobile industry, board member for 5G Americas, and sought-after industry speaker, John Baker leads the 5G team at Mavenir, intent on disrupting the market by transforming operator network economics.



A visionary and driving force behind Mavenir’s business strategy, John is at the forefront of the company’s drive to change operator views on wireless infrastructure deployment—promoting a software-focused approach to innovation, with no ties to supporting legacy hardware.

Prior to joining Mavenir, John held senior positions with leading wireless companies, including:

- GM Mobility Infrastructure at Spirent Communications
- VP & GM Network Solutions at CommScope
- VP & GM Base Stations at Nokia
- VP of Technology and Chief Technology Officer at Pacific Bell Mobile Services

John also contributed significantly to the development of the GSM standards. He graduated with an Honors Degree in Electrical Electronic Engineering from Loughborough University in Leicestershire, UK. John is frequently quoted in major wireless industry publications including Wireless Week, Fierce Wireless, Light Reading, SDX Central, RCR Wireless and Mobile World Live.

Keynotes and presentations John Baker typically covers:

- Overcoming the Key Challenges Carriers are Facing with when Deploying Next Gen RAN
- OpenRAN and 5G Network Economics
- Transforming Mobile Network Economics of 4G/5G
- 4G to 5G – Evolution not Revolution.

<https://mavenir.com/leadership/john-baker/>

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johnmarkbaker (LinkedIn)

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Top Skills

P&L Responsibility

Development Strategy

Startups

Publications

General Publications and press releases

"In-building Location Systems - USA," "Enabling LBS" at CommniAsia and LBS India

General Publications

John Baker

SVP Business Development @ Mavenir

Denton, Texas, United States

Summary

WITH A PROVEN TRACK RECORD IN DEVELOPING GLOBAL COMPANY STRATEGIES AND POSITIONING FOR NEXT GENERATION GLOBAL WIRELESS AND TELECOMMUNICATION SOLUTIONS

A transformative and forward-thinking senior technology management executive. Expertise includes: P&L management; strategy development and execution; startups, acquisitions and divestitures; technology strategy, road mapping, deployment and operation; and new product development. Delivers full-cycle projects that take complex technology solutions and products from concept through contracted sales and commercial operational network deployment. Recognized pioneer and industry expert in the development and global conference speaker in the deployment and operations wireless networks, network technologies, software, and services.

EXPERTISE INCLUDES:

P&L MANAGEMENT

PROJECT MANAGEMENT

PARTNERSHIP BUILDING

RISK ASSESSMENT

STRATEGIC PLANNING

PRODUCT DEVELOPMENT

STARTUP OPERATIONS

TELECOMMUNICATIONS

PRODUCT MARKETING

DEPLOYMENT STRATEGY

TURNAROUND LEADERSHIP

SOFTWARE DEVELOPMENT

CUSTOMER RELATIONS

PRODUCT ROADMAPPING

ACQUISITIONS & DIVESTITURES

INFRASTRUCTURE DEVELOPMENT

SELECT CAREER HIGHLIGHTS:

Recognized visionary defining, industry and company global strategies for sales/development, deployment and operations of Wireless Networks, Network Technologies, Software, and Services.

Delivered full-cycle projects that take complex technology solutions and products from concept through commercial operation.

Won and recovered multimillion-dollar contracts through strategic redefinition, partnership and strategic customer relations.

Multinational coach and leader managing global teams.

Built, commercially launched, tested and operated multiple mobile networks including Pacific Bell Mobile Wireless in California and Nevada

Featured and sought after International Conference Speaker and Panelist

Board member 5G Americas and Open RAN policy coalition

Visionary and thought leader - <https://www.linkedin.com/in/johnmarkbaker/detail/recent-activity/shares/>

Experience

Mavenir

SVP Business Development

2017 - Present (7 years)

Dallas

Virtualized Cloud RAN and EPC core products for 4G and 5G networks. Defined and actioned global business strategy for Access Products, Managed and Identified partnerships and acquisitions – Brocade vEPC, Intel, ADVA. Defined and coordinated O-RAN and TIP interface standardization strategy (externally and internally). Managed partnerships with major compute and

radio platform suppliers for Radio, NFV & SDN. Guided product development and sales strategy for virtualised RAN and Core networks. 5G, LTE, Enterprise LTE, IOT. Strategic positioning of company through public speaking, analyst and editorial interviews. Board member for 5G Americas and Open Ran Policy coalition.

Spirent Communications

General Manager Mobility Infrastructure

2014 - 2017 (3 years)

Plano Texas

Led software tools for testing and load stress analysis of all mobile, fixed wireless, and WiFi elements from design, laboratory, and operational networks. Defined business strategy and growth serving 120 customers. Steered delivery of software tools for virtual and physical environments for major tier 1 carrier/NEM NFV deployments.

- Cultivated and fostered partnerships with major compute platform suppliers for NFV & SDN element testing.
- Developed In network test solutions with integrated analytics tools for advanced service assurance.
- Delivered end-to-end network onsite test services for all major carriers and equipment suppliers.

TeleCommunication Systems

VP & GM, Applications, Commercial Software

2012 - 2014 (2 years)

Annapolis, Maryland

Location technology platforms, Location application development, deployment and operation for global multinational carriers.

Oversaw location enabled, application development, deployment, and operation for global multinational carriers. Led business turn around to meet aggressive contractual deployment commitments. Steered support and operational requirements for major tier 1 carrier application deployments.

- Managed products and businesses responsibilities for Network location applications.
- Developed In Network and Over the top profitable business models.

CommScope

8 years

VP and GM, Network Solutions

2008 - 2012 (4 years)

Richardson, TX

Oversaw wireless network solutions (WNS). Managed P&L and global staff of 240. Served as 4G Americas board member collaborating with regulatory bodies, and other global wireless organizations. Led in creating value and building Commscope. Steered divestiture of loss making mobile handset optimization business to Anite

4G Americas Board member representing CommScopes participation in wireless technology evolution, standardization and legislation

- Won and deployed major E911 and location system contracts with US, Canadian, and Middle East.
- Captured 23% worldwide market share for Mobile Location Center software products with Tier 1&2 carriers.

VP Technical Marketing and Business Development

2004 - 2008 (4 years)

Richardson, TX

Led team creating new product road maps for wireless system products and revenue opportunities across four product lines valued at \$750,000,000. Recovered major Their 1 account and delivered over \$150,000,000 in annual revenue.

- Tripled global operator sales in 12 months
- Led world's first WCDMA Pico BTS product strategy with common BTS network platform.

IMC Worldcell

Chief Technology Officer and Consultant

2003 - 2004 (1 year)

Washington, VA and Southlake, TX

Responsible for Operation of the GSM roaming network licensed through Iceland. Provided consulting expertise to international telecoms and managed client engagements from definition of scope through fee negotiations and service delivery.

Transat Technologies

CEO and Founder

1999 - 2003 (4 years)

Southlake, TX

Responsible for co-founding and financing a company specializing in the development and licensing of integration software that facilitated the creation of mobile carrier and enterprise-affiliated public WiFi Networks. Managed external financing, profit and loss and directed team members.

ADC

Senior VP, Wireless Systems Group

1997 - 1999 (2 years)

Minneapolis, MN

Responsible for leading the Wireless Systems Group to integrate technology, people, and processes for four acquisitions and build the wireless systems business. Executive leader to five subsidiaries with employees in the US and UK. Directed strategic planning, technology rationalization, and resource optimization; held global P&L accountability.

AT&T

VP, Technology and Chief Technology Officer. Pacific Bell Mobile Services

1996 - 1997 (1 year)

Pleasanton, CA

Managed and constructed the first GSM network in the US, a technology investment of \$700M.

Commissioned over 1,500 base station sites, created backhaul infrastructure, negotiated contracts, hired staff, and navigated all requirements for building cell towers and wired network in CA and NV. Acquired by SBC.

Nokia Telecommunications

VP and General Manager

1990 - 1996 (6 years)

Camberley and Surrey, England; Westlake, TX

Established and managed the UK operation's first international location outside of Finland supporting manufacturing, testing, R&D, delivery, and sales for Nokia's first generation GSM 1800 base station.

Vodafone

Orbitel - Technical Manager

1986 - 1990 (4 years)

Basingstoke, England

Built and led a team of over 70 engineers that developed the GSM, CT2, Telepoint, and TACS mobile terminals. Developed the first GSM transportable from initial concept, which today is an international billion-dollar business.

Education

Loughborough University

Bachelor of Science (BSc), Electrical and Electronic Engineering