

# Philip K. Edholm

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## Innovation and Change Consultant - Technology and Business Strategy

Senior Technology and Business Strategy Consultant delivering transformational business value. Focus on delivering solutions at the intersection of computing, networking, and communications. Delivered strategies and industry changing actions that resulted in 20% share increase over a two year period. Reputation as an industry visionary and luminary with proven success in delivering vision and strategy to vendors, end users and the market.

- Leadership in Technology, Marketing, Sales, and Strategic Vision.
- Delivered results in large corporate environments and start-ups.
- Unique mix of Technology, Business, Management and Sales capabilities.
- Extensive technology background ranging from Voice, VoIP, Applications, networking, switching, optical, and computing environments. Proven capability to define architectures and products across a variety of technologies and market segments.
- Proven General Management leadership with emphasis in Strategic Marketing, Technology, and Sales. Delivered multiple successful business strategies and delivered results to a plan.
- Recognized by Analysts, Press, and CIOs as a critical thought leader in the communications and networking industry with outstanding market evangelism skills and business integration and value insights.
- High-Energy leader and builder – excellent business development and partnering skills.
- Outstanding oral and written presentation skills.
- Successful delivery of architecture and cross-product capabilities in large organizations and in resolving cross-organizational conflicts.

## Major Accomplishments

- Defined and delivered Nortel integration into Avaya for product portfolio and the R&D organization resulting in \$1.2B in 2011 revenue.
- Led the integration of R&D tools and IT between Avaya and Nortel R&D organizations This included over 1,200 employees, 300 applications, and 10,000 systems/devices.
- Drove strategy that led to Microsoft/Nortel Integrated Communications Alliance resulting in 20% revenue increase and 1,200 new customers (increase of 6x).
- Delivered VoIP development and market entry and definitions of SIP.
- Received Frost and Sullivan Lifetime Achievement Award for Growth and Innovation in Telecommunications in 2007.
- Have been recognized by Internet Telephony as one of the "Top 100 Voices of IP Communications" and as one of the "50 Most Influential People in VoIP" by VoIP News.
- Have 12 patents issued with additional 12 patents pending across a range of technologies.
- Recognized by the IEEE as the originator of "Edholm's Law of Bandwidth".
- Led analysis and business positioning at Nortel that resulted in Bay Networks merger.
- Co-founder of Frame Relay Forum, IEEE802.3 contributor, developed first multi-packet APIs (later became ODLI and NDIS).

## Career History

***PKE Consulting LLC***

***2012-Present***

***President, Founder, and Principal Consultant/Analyst***

PKE Consulting provides strategic consulting at the intersection of computing, networking, and communications. The primary focus is on how the integration of information and interaction can create value

transformation for organizations. This is often referred to as Unified Communications or Communications Enabled Business Processes. PKE Consulting LLC services include organization planning for how to best utilize technologies for transformation. PKE Consulting LLC also works to assure that the underlying network infrastructure is capable of supporting the new services. PKE Consulting LLC provides services both to end user organizations and to vendors.

### ***Avaya***

***2009-2012***

#### ***VP, Technology Strategy and Innovation***

Delivered technology strategy and defined product innovation across the \$2.5B Avaya GCS product portfolio.

- Drove next generation SIP based communications and user experiences as well as next generation networks and interfacing.
- Defined the next generation communications control system for Avaya Aura.
- Defined major initiatives in cloud, federation, portfolio virtualization, and video.
- Delivered the roadmap for integration of the Nortel and Avaya portfolios and development organizations after the Nortel acquisition. Successfully delivered a complete announcement of roadmaps and overall strategy 30 days after close. Drove the integration of all R&D teams and systems, with 100% completion and on time delivery. The result was a growth in Nortel based business of 20% to \$1.1B in revenue in 2011.

### ***Nortel Networks***

***1995-2009***

#### ***CTO/CSO and VP Network Architecture, Enterprise***

***2001-2009***

Drove overall Vision, Strategy and Technology for the Enterprise business. The business was \$3-4B and included Data Networking, Voice (VoIP), Applications, Unified Communications, Communications Enabled Business Processes and next generation SOA integration.

- Managed a team of up to 90 staff, including Advanced Research and Incubation and for a period optical, carrier data and IPTV.
- Key visionary and evangelist of the enterprise solution portfolio.
- Created the vision and developed the vision and strategic communications across a global organization.
- Integrated customer requirements and field input into product planning and managed the overall investment council.
- Delivered the strategy of the ICA partnership with Microsoft that increased market share by 20%..
- Defined the 5 year strategy in the enterprise space on an annual basis including business, technology, and multi-year product roadmap.
- Led Nortel deliverables in a variety of key technologies, including UC, web services and SOA, 802.11 next generation wireless networking, Session Initiation Protocol (SIP), Voice over IP (VoIP), IPv6, network virtualization and many others.

### ***VP and GM, Multimedia Access and Control***

#### ***VP, Strategic Planning, Bay LOB***

***1997-2001***

Created the Multimedia Access and Control business unit.

- Led a team of 120 designers responsible for development efforts in ATM, multimedia communications management, Voice over IP, and advanced IP systems.
- GM for all business functions, including 10 Product Line Management and 5 Marketing staff.
- Key contributor to the analysis and decision to acquire Bay Networks. Member of the acquisition, due diligence, and merger positioning teams as this process was accomplished.

### ***Dir, Strategic Initiatives***

***1995-1997***

Responsible for a multi-disciplinary team defining business opportunity and developing leading edge technology for entry into new markets. Led team of 20+ in development of ATM switching, multimedia software, and speech recognition initiatives. Led definition of new opportunities leading to the formation of new Line of Business focused to Multimedia Communications Systems.

### ***XNET Technology - Vice President Sales and Marketing***

*Blyth Software- Vice President Worldwide Marketing*  
*Protocol Engines, Inc. - Vice President Sales and Marketing*  
*Hughes LAN Systems (Formerly Sytek) - VP Strategy, Marketing*  
*General Motors Corporation, Major Program Manager*

## **Education**

BSME/EE with Honors, General Motors Institute (now Kettering University)