

# MARK CSERNICA

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## PROFESSIONAL SERVICES MANAGER

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### EXECUTIVE PROFILE

Strategic thinking, customer focused Manager with an exemplary record of leading multi-million dollar software development projects, wireless network build-out & implementation projects, and network services development projects for start-up through Fortune 500 companies. Recognized for developing a start-up into a national presence as well as propelling revenue gains for existing companies. Accomplished at creating and implementing technology/processes to improve productivity, increase efficiency, mitigate risk, and achieve cost savings for both the company and client. Highly skilled at meeting project goals on time and within budget, while managing engineering, operations, and program management teams. Adaptable and detailed, along with superior problem solving and analytical capabilities. Academic credentials include a Master of Science in Computer Science and a Bachelor of Science in Electrical Engineering

### NOTABLE CONTRIBUTIONS

- Implemented wireless products and services for a start-up company, increasing subscriber base from the ground up to 20,000 annually.
- Defined and implemented Radio Frequency (RF) coverage plans for a major player in the market place to expand network by one third its original size, growing subscriber base by 700,000.
- Identified and implemented a second source of wireless services, providing a \$200K yearly savings for a start-up company.

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### CORE LEADERSHIP COMPETENCIES

Managing Multiple Customer Issues and Projects Concurrently ? Product Quality ? Strong Comprehension of Wireless Technology and Implementation Issues ? Network Development ? Leading High Performance Teams ? Customer Satisfaction ? Contractor Management ? Talented Negotiator ? Profit & Ledger ? Managing Staff ? Consulting, and Business Focus ? Change Manager ? Relationship Building ? Creating Processes, Tools, and Procedures to Improve Efficiency as well as Troubleshoot Technical Services and Equipment ? Network Metrics, SLA, and QOS ? WAN/LAN Troubleshooting Skills ? Experienced in TCP/IP, SNA, BSC, GSM/GPRS, and CDMA Network Technologies ? Proficient in Motorola, Nokia, Ericsson, and Sony Ericsson Equipment

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### PROFESSIONAL EXPERIENCE

*Advance Technology Solutions, Ocean, NJ A information technology, networking & business solutions company.  
Provides clients with consulting and other services.*

**Contractor** (2007- present)

Contracted to ATT Business Product Development Group. Project managed VoIP development teams of up to 70 people.

- Managed the delivery of two VoIP product services to market three months ahead of schedule.

*XE MOBILE, New York, NY: A start-up Cingular MVNO that sells pre-paid voice and data services.*

**Director, Program Management** (2006-2007)

Ensure development and release of new service offerings, tools, and products for the XE network. Manage customization and acceptance of new handsets into the product line. Also manage customer care satisfaction levels. Led one direct and three indirect reports. Managed budget of \$400K.

- Guided submission and acceptance of six GSM/GPRS handsets to schedule. Defined and insured handsets were customized to meet XE requirements. (Handsets were tested to XE and Cingular quality standards before products were released to market). Overall effort resulted in 20,000 new customers from the ground up.

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- Led optimization of customer care processes and tools to reduce talk times and increase customer satisfaction by 20%. Defined process changes to insure more efficient operations. Monitored SL metrics and grew staff levels as required to meet QOS objectives.
- Managed testing and acceptance of SIM cards from a second source provider at an annual cost savings of \$200K.
- Supervised contract negotiations, testing, and integration of new International Long Distance and 411 services into network, increasing revenue by 5%.

**TEKMARK GLOBAL SOLUTIONS**, Edison, NJ: *Provider of IT, networking, and business consulting services.*

**Consultant to Motorola** (2005-2006)

Project managed Verizon acceptance testing of Motorola CDMA handsets. Ensured Verizon acceptance guidelines/criteria were met. Led support staff of 20 in resolving Verizon issues.

- Upgraded processes and implemented standards to improve product package quality, increasing customer satisfaction by 50% in one quarter.
- Guided submission and acceptance of five handsets to schedule, increasing sales by 50,000 units. Verified handsets were customized to Verizon requirements. Insured handsets were tested to Verizon quality standards before products were released to customer.

**CINGULAR INTERACTIVE**, Woodbridge, NJ: *A national wireless data packet switch network provider. Formerly BellSouth Wireless Data and RAM Mobile Data. Owned by Cingular Wireless.*

**Manager - Coverage Engineering** (1996- 2004)

Played a key role in taking this start-up company and growing it to a national presence in the market place. Monitored, developed, and planned network capacity and coverage enhancements. Managed \$1+ million projects on an annual basis for multiple sites. Also provided sales and technical support. Developed and controlled a budget of \$500K and led a staff of six.

- Defined major strategic coverage plans that identified and implemented over 1500 new base station sites to support the Blackberry and Palm VII roll-outs, increasing subscribers by 700,000. Developed these plans by acquiring customer and marketing input. Managed selection of tower sites to ensure RF objectives were met.
- Defined major tactical radio capacity and network infrastructure enhancements, which successfully addressed traffic growth and reduced churn by 20%. Identified RF, switch and phone circuit bottlenecks based on network traffic patterns/congestion and defined additional infrastructure required to address the problem.
- Led development and operation of in-house network monitoring and traffic analysis tools within engineering and operations. Managed day-to-day operations of this system, which included hardware and software enhancements to improve performance and reliability. Reduced problem resolution time by 200%.

**Senior Staff Engineer - Network Operations** (1995 - 1996)

Engineered customized solutions required to operate the Mobitex network. Served as liaison to Field Engineering Group and home office.

- Tracked, identified, and eliminated sources of excessive non-billable traffic. Worked to reduce from 10% to below 5% of total traffic.
- Implemented an optimization of network's interconnection with SPRINT network, which reduced costs by \$100,000 annually.

**Senior Manager - Customer Service Support** (1994 - 1995)

Installed and administered a sales demonstration system, increasing sales opportunities and adding 3000 subscribers to the network. Supported the installations of 50 customer hosts to the network, adding 8000 subscribers.

**Manager - Technical Sales Support** (1991 - 1993)

Provided technical support for sales, marketing, and business segment activities, which included developing gateway interfaces to the Mobitex network by outside sources. Handled training and documentation for those products.

PRIOR EMPLOYMENT: Concurrent Computer Corporation, Tinton Falls, NJ, 1987 – 1991. Project Manager - Workstation Products (1987 - 1991).

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## **EDUCATION**

MS, Computer Science, Stevens Institute of Technology

BSEE, Stevens Institute of Technology

*Further Training/Development:* Cingular Wireless Project Management training, Toastmaster training

**AWARDS AND ACHIEVEMENTS:** Hold Project Management Professional (PMP) certification. Held U.S. Department of Defense Secret Security Clearance. Achieved ATM-S & CL rank in Toastmasters International. Received an Employee of the Year award (1994) from BELLSOUTH Wireless Data.