

County Council of Howard County, Maryland

2017 Legislative Session

Legislative day # 12

RESOLUTION NO. 115 - 2017

Introduced by: Chairperson at the request of the County Executive

A RESOLUTION confirming the reappointment of Perry Priestly as a member of the Cable Advisory Committee.

Introduced and read first time on September 5, 2017.

By order Jessica Feldmark
Jessica Feldmark, Administrator to the County Council

Read for a second time and a public hearing held on September 18, 2017.

By order Jessica Feldmark
Jessica Feldmark, Administrator to the County Council

This Resolution was read the third time and was Adopted , Adopted with amendments , Failed , Withdrawn by the County Council on October 2, 2017.

Certified by Jessica Feldmark
Jessica Feldmark, Administrator to the County Council

NOTE: [[text in brackets]] indicates deletions from existing language; TEXT IN SMALLCAPITALS indicates additions to existing language. ~~Strike-out~~ indicates material deleted by amendment; Underlining indicates material added by amendment.

1 **WHEREAS**, Section 404 of the Howard County Charter and Section 6.300 of the Howard
2 County Code provide for the County Executive to appoint and for the County Council to confirm
3 nominees to Howard County Boards and Commissions created by law; and

4 **WHEREAS**, Sections 6.316 and 14.428 of the Howard County Code provide for a Cable
5 Advisory Committee in Howard County; and

6 **WHEREAS**, the County Executive has proposed the reappointment of Perry Priestly as a
7 member of the Cable Advisory Committee; and

8 **WHEREAS**, the County Council ratifies the County Executive's special trust and confidence
9 in the abilities of the nominee.

10 **NOW, THEREFORE, BE IT RESOLVED** by the County Council of Howard County,
11 Maryland this 2nd day of October, 2017 that the following person is reappointed as a
12 member of the Cable Advisory Committee to serve from the passage of this Resolution to October 1,
13 2022 or until a successor is appointed and confirmed:

14 Perry Priestly
15 Ellicott City, MD

PERRY PRIESTLEY

Ellicott City, MD 21042

PROFILE

Result-driven, creative sales and business development professional with customer service, leadership, strategic planning and communication skills. A personable team builder who relishes and thrives on a challenge. Solid understanding of international and domestic broadcast industry and a comprehensive knowledge of the sales process, protocol, and its culture, highly respected, ability to generate and build long term relationships. Proven sales track record, strong background in sales management, electronics and broadcast equipment, including extensive work experience in the worldwide analog and digital TV and Radio broadcast markets.

PROFESSIONAL EXPERIENCE

CEO, - Anywave Communication Technologies 2012 - Present
In charge of the operation of world-wide activities (excluding China) of a multimedia corporation with its Head Quarters in Shanghai, China.

Vice President Sales and Marketing, - Linear Industries Inc, Elgin IL 2007 - 2012
In charge of developing the North American market for low power TV products, including responsibilities of promotion, advertising, business preparation, and long term strategy and field sales organization.

Director, Broadcast Business Development - iBiquity Digital Corporation, Columbia MD 2004 - 2007
Responsible for developing and promoting the adoption of HD Radio™ technology worldwide. Carried a lead role in the decisions towards implementation of HD Radio™ technology in Mexico, China, Canada and Brazil.

Director of Sales, Latin America - Thales Broadcast & Multimedia (Miami, FL) 1999 - 2004
Now Thomson/Grass Valley, a manufacturer of broadcast and TV equipment, with one of the largest portfolios of studio and transmission equipment. Responsible for Latin America office with five direct reporting sales managers. Sales territories included Canada, Mexico, Latin America, & Caribbean. Accountable for all territorial forecasting, marketing and strategic product planning, department P&L and financial and administrative planning. Focus on competitive technical and commercial comparisons, market forecasting for digital radio and TV. Identified business opportunities, developed strategies, conducted in-depth demonstrations and consistently attained departmental sales and business objectives.

International Sales Manager - Comark Communications, Philadelphia PA, 1992 - 1999
Worldwide sales and marketing of high power UHF TV transmitter equipment. Opened new markets for high power IOT equipped transmitters including record sales in Indonesia, Finland and Canada.

Sales Manager - Marconi/EEV, Elmsford NY 1989-1992
UK manufacturer of klystron and tetrode RF amplifier devices. Sales and marketing of RF amplifiers in the domestic USA broadcast market. Pioneered the introduction of the klystron retrofit program which opened new business segments.

Sales Manager - Philips/Pye TVT, Dallas, TX 1987-1989
Sales office for UK based manufacturer of high power radio and television transmitters. Territorial sales manager for Western USA, for all TV transmission equipment and services. Responsibilities included training existing radio transmitter sales managers on TV transmitter technology.

Product Specialist – Philips Televisions Systems, Mahwah, NJ 1985-1987
Sales office for UK based manufacturer of high power radio and television transmitters. Designed and commissioned TV transmitter installations and provided technical support for domestic USA sales force.

Senior Projects Manager, Test and Student Engineer, Philips/Pye TVT, Cambridge England 1976-1985
UK based manufacturer of high power radio and television transmitters. Held technical positions throughout the company including system testing, project management installation and design.

EDUCATION / PERSONAL

Bachelor of Science Degree, Cambridge University (UK) 1981 – 1984

Higher National Diploma, Electronic Engineering and Telecommunications, Cambridge (UK) 1977-1981.

Married, three children, US citizen, first language English, and some language skills; highly qualified on most computer software. Non-vocation activity: Family, Jogging, Soccer (refereeing) and Tennis.