

# 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.