
DAN LANDRETH

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OBJECTIVE

Provide consulting services such as investment due diligence, product definition/development and patent litigation technology research.

QUALIFICATIONS

A strong management and technical background in satellite communication products, networks, services and systems. Most recently led a team of software/hardware developers including all supporting functions such as program management, test verification, and finance in the highest ranking position in the Atlanta business unit. Vast experience in international and domestic business operations/sales/marketing with a strong background in the video and data communications market. Excels in developing and implementing winning strategies for key accounts, new products, and new markets. Mentoring style of management aimed at motivating colleagues to succeed. Leads by example. Outgoing personality with public speaking skills. International travel and business experience.

Devotes time to mentor and advise others in the management/technical aspects of telecommunications, product development, software, hardware design and similar high technology areas. Available for consulting projects such as vetting small and large companies for potential investments.

Launched Landreth Media to provide affordable production services to companies and individuals as well as donate services to deserving non-profit organizations.

Specialties: Business management, P&L responsibility, organizational leader, software development management, hardware development management, systems engineering, merger and acquisition, contract negotiation, business strategy, new product concepts.

EXPERIENCE

Landreth Media (December 2011 – Present)

Owner, Sole Proprietor and Industry Consultant, Atlanta, Georgia

Entered a post “half time” mission launching a production company chartered to provide videography, audio, lighting and other multimedia/creative services.

Landreth Media produces high definition videography for weddings, corporate promotion and events; large or small in scale. Production services include A/V for live events, post production in Blu-ray/DVD/streaming formats and creative multimedia planning/execution. The mission of Landreth Media includes providing donated services for deserving non-profit organizations to support their community image needs. This allows me to give back to others while I am able to do so.

The operation of this company also permits me to provide technical and business consulting services for projects in the high technology market drawing upon my experience and contacts. More information is available at www.landrethmedia.com.

EchoStar Satellite, LLC (February 1999 – December 2011)

Vice President of Engineering, EchoStar Data Networks business unit, Atlanta, Georgia

- Responsible for the business management of hardware and software development of products such as set top box receivers and accessories used by DISH Network, Bell-TV and other major system operators including integration with Sling Media and Move Networks streaming technologies.
- Successfully led the development of new technology in HDTV, ATSC, QAM and other satellite/cable products used in residential and commercial applications.
- Responsible for full product life cycle activities including development, test, operations, finance, and general management of the assets in a 50,000 sq ft facility.
- Experienced and active with intellectual property, contracts and international standards bodies.

Media4, Inc. (April 1996 – February 1999, Media4 was acquired by EchoStar Communications Corporation)

Vice President of Sales, Media4, Inc., Atlanta, Georgia

- Created new market product introduction plan for a system designed to deliver Internet and intranet data to personal computers at high speed by satellite. Media4 was a high technology start up company founded in June, 1995.
- Developed and managed new sales channels/distributors in US, Europe, Asia and Latin America and directly managed sales account managers and sales engineers.
- Instrumental in the merger and acquisition of Media4 into EchoStar Communications Corporation.

Comsat Corporation (February 1988 - April '96)

Vice President of Sales and Marketing, Comsat RSI, SatCom Technologies Division, Atlanta, Georgia

- Instrumental in the acquisition of Radiation Systems, Inc. (RSI) by Comsat Corporation forming a merger of satellite system and product expertise with global influence. Participated in the negotiation with the Department of Justice for merger approval.
- Responsible for meeting company sales goals by managing a sales team as well as identifying, qualifying and closing key accounts including dealing with customers on both the commercial and technical aspects of the sale.
- Had the responsibility for managing the bid proposal process, requiring coordination and team-building of all company resources: technical, management, finance and contracts.
- Expanded market presence from a commercial products sales focus to include international systems and government contracts for classified programs.

Scientific Atlanta, Inc. (October 1980 - February 1988)

Product Line Sales Manager, SatCom Division, Atlanta, Georgia

- Responsible for managing the sales of broadcast products to domestic and international clients including the \$50 million domestic satellite network for CBS Television.
- Promoted from a systems engineering position in recognition of success in sales support.

Telex Computer Products (August 1979 - October 1980)
Field Engineer, Nashville, Tennessee

Customer engineer for main frame computer peripheral products at major customer sites such as Aetna Life and Casualty.

Western Kentucky University (January 1978 - August 1979)
Associate Professor, Bowling Green, Kentucky

Transferred from Tennessee Technology University during the senior year to become the first graduate of a new program of Electrical Engineering with a communications emphasis. Worked as an Associate Professor for the department as well as a television production engineer in the Mass Communications Department. Experience in radio announcing and radio station engineering during higher education led to enhanced career development.

EDUCATION

Executive Marketing Program, Wharton School, Philadelphia, PA, May 1985
B.S.E.E., Western Kentucky University, Bowling Green, KY, May 1979
Tennessee Technological University, Cookeville, TN, September 1973 – August 1975

PERSONAL INTERESTS

Family, church, volunteer work, investing, videography, photography, skiing, boating, and other outdoor activities.