



**John Cooper, President**

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**John Cooper, metropolitan broadband network consultant**, has 27 years experience in entrepreneurial, consulting, business development, sales, marketing, political, and research roles. Key wireless consulting clients have included Dell, MicroCast, Cellnet, Tropos Networks, and Austin Energy. John entered the wireless space with his startup, VENewNet. Previously, he was employed with Getronics (Dell Alliance), PSINet Consulting, C3 Communications, CSW electric utility, Apple Computer, and the Texas Senate Research Center, and a variety of start-up small businesses early in his career. His experience provides him with insights into public/private sector interaction; business cycles and trends; market dynamics; organizational innovation; networking; technology; and process efficiency, with a focus on high-quality, low-cost “mass customization” solutions in a networked environment. John has an MBA with honors and BA in Government from the University of Texas.

John currently consults on broadband, wireless, and metropolitan area network projects. John hosts three websites, [www.metronetiq.com](http://www.metronetiq.com), [www.wikimetronet.com](http://www.wikimetronet.com), and [www.metronano.com](http://www.metronano.com) and his writing and essays have been featured on two other websites, [www.wimax.com](http://www.wimax.com) and [www.fishtech.jp](http://www.fishtech.jp). John currently consults on metropolitan broadband market entry, with Cellnet (City of Austin) and the City of San Marcos. With Tropos Networks, John consulted on the strategic relationship between electric utilities and municipalities. In his engagement with Austin Energy, John examined broadband technologies as enhancements to electric utility operations capabilities. Previously with VENewNet, John created a new media alternative that combined wireless, video, and new digital content on-site with interactive advertising. In that startup role, John gained early, valuable connections to the emerging national wireless community, a thorough understanding of current wireless issues, and a special focus on community and metropolitan wireless networking.

At Getronics, John developed business with strategic alliance partner Dell, where he was instrumental in Dell’s successful entry into the IT managed services market, with notable large enterprise success. John held several key roles with telecommunications start-up C3 Communications, where he engineered new market entry in the retail electricity space; launched an energy management software product; led a cross-functional team in a complex sale of outsourced meter services valued at over \$200 million to a major electric utility and designed a strategic plan for governmental issues management supporting entry into multiple markets (i.e., electric data services, competitive local telecom, cable television). Prior to C3, John provided interface to the Public Utility Commission of Texas for Central & South West electric utility during wholesale electricity market deregulation.

Early in his career, John was part of the original team that established the Texas Senate Research Center and served as director for several years. John also worked in numerous restaurant start-ups in a variety of roles, from a start at dishwasher to a final position managing a 300-seat restaurant/bar complex. John speaks French and Spanish, has traveled extensively, and has keen interest in global issues.

#### **NETWORK/CONTACT BASE**

- Telecommunications, Electricity Industry; Professional and Managed ITC Services; Corporate IT Project Management, Solutions Development; Small Businesses; Public Sector, State & Local Politics

#### **EXPERIENCE**

- *Business Development*: research, develop, and implement new market entry strategy
- *Solution Selling, Strategic Selling*: establish / develop strategic relationships, manage complex sales
- *Research and Analysis* of complex business and political issues
- *Organizational planning, resource alignment, project and event management*

#### **INDUSTRY SECTOR EXPERIENCE**

- Telecommunications; Electricity; State / Local Government; OEM: Apple, Dell; Hospitality

#### **SKILLS & TALENTS**

- *Initiative* – personal leadership, self-starter, rational/results-orientation
- *Relationship Building* – initiating and maintaining healthy, long-term relationships
- *Strategic Orientation* – long-term focus, big picture outlook, planning
- *Organization* – planning; analysis, synthesis, and prioritization of data
- *Creativity* – out-of-the-box approach to problem-solving
- *Communication* – oral and written; proficient in French, Spanish
- *Process* – supply chain approach to tasks and projects