

**CORPORATE
PROFILE**



**ADVANCED TECHNICAL
MARKETING, INC.**

**Advanced Technical Marketing
Bob Morrell, President
Advanced Technical Marketing (ATM)
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PROFILE

Corporation: Advanced Technical Marketing, Inc. (ATM)

Officers: President: Bob Morrell
Vice President: Russell C. Pepe, RCDD

Ownership: ATM Employees

Territory: Connecticut, Delaware, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Eastern Pennsylvania, Rhode Island, Vermont, Virginia and the District of Columbia

Sales Office: 1719 Route 10 East
Suite 113
Parsippany, NJ 07054
PHONE: 973-683-1411
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E-MAIL: sales@atm1.com
Web Site: www.atm1.com

Sales Manager: Bob Morrell

Sales Engineers: Gil Lipper
Rob Bullock
Bob D'Amico
Dale Hegg
Armen Lester
Russell C. Pepe, RCDD
Bob Morrell

Office Manager: Michelle Sandy

MISSION

Advanced Technical Marketing (ATM) represents manufacturers of state-of-the-art technology Telecommunication Equipment, Test & Measurement Equipment, RF and Microwave Test Equipment, Components and Services throughout the Northeast and Mid-Atlantic United States. This includes components, hardware and software. ATM markets these products to high technology firms, educational institutions and research facilities. The products are utilized in research, development, end products and product testing; they are sometimes integrated into systems, which may be resold. ATM is committed to providing the highest quality of representation available to our principals, as well as the highest level of service to our customers.

PHILOSOPHY

ATM is committed to a well thought out complement of synergistic lines, enabling maximum exposure for all principals served. This also provides a more comprehensive solution for the customer. Only the highest quality products from technology leaders are marketed to ensure the customer optimum solutions with minimal risk. Comprehensive product knowledge, applications expertise, and the ability to offer hands-on demonstrations are required of all sales personnel. This, coupled with unmatched knowledge of the customer base, provides a sales force without equal in the territory.

MARKETING STRATEGIES

ATM markets to customers, both large and small, in all the identified market segments. Customers are qualified based on need and available budget, so as to maximize productivity. We focus on establishing and maintaining base-band business. This provides the foundation from which to grow. ATM also addresses long term programs and large potential opportunities.

ATM sales people spend four days per week in the field with customers, cultivating existing relationships and prospecting for new contacts. This provides up-to-date information on new opportunities and changes in existing requirements. One day per week is spent on the phone, qualifying leads, setting up sales calls, and following up outstanding action items. ATM utilizes targeted mailers to keep our customers current on the latest offerings from our principals. A continually updated centralized database in our office is available to our principals for direct mail projects.

Through our close working relationship with Northrop Grumman, ATM has been issued Resident Visitor Status. This provides ATM with a Northrop Grumman badge, which allows access to a number of their facilities. The badge enables ATM salespeople to "walk the halls" of each facility and acquire pertinent sales contacts and information.

Product demonstrations and evaluations are a key part of our sales organization's sales process. The ability to demonstrate virtually all products offered, distinguishes us from all competitors. Our salespeople encourage customers to take advantage of the opportunity to see and feel the components and equipment in person and verify its suitability for the application. This confidence is contagious and further enhances the sales effort.

ATM uses the resources of the information age to assist in the Marketing of our Principals Products. We "push" information to our customers. By utilizing "Push" Marketing rather than relying on customers "Pulling" information from the web and other recourses we have established ourselves as a resource to our customers. In order to be successful utilizing this strategy we make sure that we have an up-to-date database with current email addresses. We understand exactly what our customers are doing and how a product will help meet their needs. We offer our Principals a competitive advantage by allowing them to get their information out to their target audience quickly, effectively and at a low cost as well. We also will perform target mailings to our customer database on behalf of our Principals.

ATM holds sales meetings after normal business hours. The principals are encouraged to participate in these meetings to provide technical training and to foster close cooperation and communication. We also conduct in-house product training. A forum is provided for sharing sales experiences, success stories, and strategies.

CUSTOMER PROFILE

ATM focuses attention on the customers in the following areas:

- Product Design Engineers
- Research Scientists, Development Engineers, and Technicians
- Production and Test Engineers
- Quality Assurance Staff including Metrologists
- Lab, Service and Repair Personnel including Field Technicians
- Engineering, Program and Corporate Managers
- Purchasing Agents and Subcontract Administrators
- Communication System Installers and Integrators

A hybrid of top-down and bottom-up selling has proven to be most effective in optimizing sales performance. The combination of long-standing customer relationships and pre-eminent product lines position our sales organization as a reliable, primary resource. Customer concerns with performance, quality, risk, and price are important factors in the decision making process. Recognizing and addressing these issues has been, and continues to be, the key to our success.

FACILITY

The administration of ATM is located in a permanent office of approximately 3800 square feet, located in Parsippany, NJ, near major interstate routes, with easy access to Newark International Airport. The office contains provisions for handling of demonstration components and equipment, as well as storage and distribution of product literature. Facilities for sales meetings, on-site seminars and training are also provided.

In addition, our sales engineers have home offices in their respective territories. Each office is equipped with a computer and facsimile. All sales engineers have cellular phones, voice mail, and e-mail addresses, enabling complete accessibility at all times.

ADMINISTRATION

Management responsibilities are divided among the ATM partners. Most management functions are performed after regular business hours, so as to maximize selling time. The Sales Manager/President has full authority over the day-to-day running of the company. Major decisions are made in consultation among the partners/officers, with the intent of reaching a consensus. In the unlikely absence of consensus, the Sales Manager's position prevails.

OFFICE PERSONNEL

Michelle Sandy is the ATM Office Manager responsible for ATM Sales Administration including Bookkeeping, order entry and commission processing and sales support. In addition, Michelle heads up the ATM MIS Department with responsibility for the ATM Network and all associated hardware and software.

PERSONNEL

Bob Morrell
President, ATM
Sales Manager, ATM
Sales Engineer, ATM

Bob Morrell represents ATM in Dutchess, Orange, Putnam, Rockland and Westchester counties of New York State, New Jersey and Maine, Massachusetts, New Hampshire and Vermont. Bob's major accounts include BAE Systems, L3Harris, IBM, Lockheed Martin, NAVAIR Lakehurst and Picatinny Arsenal. Bob is also responsible for all Military facilities throughout the ATM territory. Bob's territory has a very diverse customer base and covers numerous industry segments as well as long-term program potential.

Prior to joining ATM, Bob worked at Giga-tronics, a major RF/Microwave Instrumentation manufacturer, for 2 years as Regional Sales Manager and Vice President Sales in both geographic and strategic account capacities. He spent 1 year as a Regional Sales Manager covering the Eastern US and Canada territories and 1 year as Vice President Sales with Strategic Account Management responsibilities, including Lucent Technologies, Nokia, Motorola, Qualcomm, Ericsson and Military accounts.

Bob previously served for 8 years as Vice President Sales at Entran Devices, an Electro Mechanical Sensor manufacturer, managing worldwide sales for the organization.

In addition, Bob was the Worldwide Sales and Service Manager for 8 years at Boonton Electronics an RF/Microwave Instrumentation manufacturer.

Bob has extensive experience in the application of test equipment/systems and components to satisfy requirements in the Military, Wireless/Mobile Communication, RF/Microwave, Sensor and Baseband markets. Bob's intimate knowledge with a wide array of test instrumentation and components coupled with his experience in broad industries allow him to provide innovative solutions to customer's requirements.

Bob has been selling on behalf of ATM's principals for more than 17 years, developing major Commercial and Military accounts.

Bob has completed studies in Radar and Electronics with the US Navy, Electronic Technology with ICS and Marketing at Rutgers University.

PERSONNEL

Russell C. Pepe, RCDD
Vice President, ATM
Secretary, ATM
Sales Engineer, ATM

Russell Pepe represents ATM in Southern New Jersey and Delaware. Russell also covers Connecticut, Massachusetts, Rhode Island and Vermont.

Russell's major accounts include Acacia, Agilent, CACI, General Dynamics, MIT Lincoln Labs, Nokia and Spirent.

Prior to joining ATM, Russell was the Account Manager for AT&T, Lucent and Bellcore with Anritsu Wiltron Company. He was responsible for the national sales activity, and had direct account responsibility for the New Jersey and Pennsylvania facilities. Russell also held positions with Anritsu Wiltron as Sales Engineer and Application Engineering Manager.

Russell previously served as a Fiber Optic System Designer and Test Engineer with Warner Amex Cable Communications. He also held positions with General Cable, Panasonic, Schaffner EMC and Underwriters Laboratories. He has worked in the Fiber Optic industry since 1981.

Russell teaches as an Adjunct Professor at the New Jersey Institute of Technology (NJIT), Saint Peters College and the County College of Morris (CCM). His courses included College Math, Communications, Fiber Optics, Wireless Communications and Control Systems.

Russell holds a Bachelor of Science in Electrical Engineering (Communications) and a Master of Science in Electrical Engineering (Fiber Optic Communications), both from the New Jersey Institute of Technology (NJIT).

Russell is a Senior Member of the Institute of Electrical and Electronic Engineers (IEEE). He is currently the Chair of the North Jersey Section of the IEEE for 2013/2014. He previously held positions in the IEEE as Member of the Northern New Jersey Executive Committee, Secretary, Chair of the Student Activities Committee (SAC) and Chair of the Instrumentation and Measurement Society (IMS). He is also active with the IEEE MTT Society. He is a member of the Association of American Engineers (AEA); Electrical and Computer Engineering Honor Society, Eta Kappa Nu; the Order of the Engineer; and the Broadcasting Honor Society, Iota Beta Sigma.

Russell published technical articles in various magazines and trade journals and presented technical papers at trade conferences, related to Calibration, Communications, EMC, Fiber Optics and RF/Microwave. He also wrote a chapter on EMC Filters in the Electronic Component Handbook, published by McGraw Hill. For several years, Russell was a member of the editorial board of EMC Magazine. Furthermore, Russell is a licensed Registered Communications Distribution Designer (RCDD).

PERSONNEL

Gil Lipper **Sales Engineer, ATM**

Gil Lipper represents ATM in Long Island and New York City in the Metro New York Territory.

Some of Gil's major accounts are Northrop Grumman, Brookhaven National Laboratory, L-3 Narda-Miteq, L3Harris, BAE Systems, Zebra Technologies, Underwriters Laboratories, Retlif Laboratories, Veeco Instruments and Telephonics.

Gil has a broad background in sales and administration and "hands on" experience in EMC, Analog, Digital, RF and Microwave Test and Measurement Equipment and Components

Prior to ATM, Gil was a Sales Engineer for RTI. Between the two companies, he has covered the same territory for 30-plus years.

Gil has had responsibility for efforts in government programs, such as ALQ 161A, F 14, A 6, EA 6B, E 2C/D, ASDE, and IFTE. On the commercial side, he services the Satcom, Sub System, and Component manufacturers in his territory, as well as providing a variety of equipment for high-energy physics research at Brookhaven National Labs.

Before joining RTI and becoming a manufacturer's representative, Gil worked in Project Administration and Field Engineering at Hazeltine Corporation. At Hazeltine, Gil had various assignments including responsibility for Beta site test procedures and evaluation of IFF interrogators, as well as the defining of maintenance and support requirements. Gil also worked at Trio Laboratories in the development of avionic power supplies.

Gil is a Life Member of the IEEE (Institute of Electrical and Electronic Engineers), and also belongs to the IEST (Institute of Environmental Sciences and Technology) and the AOC (Association of Old Crows) and holds Amateur Call Sign N2EBC.

Gil holds a Bachelor of Engineering Degree (Electrical) from The Cooper Union.

PERSONNEL

Rob Bullock Sales Engineer, ATM

Rob is a Sales Engineer with Advanced Technical Marketing (ATM), who resides in and covers the Upstate New York territory. He is based outside of the Rochester area. Rob's major accounts include Lockheed, BAE Systems, Northrop Grumman, Rockwell Collins, SRC, Ultra Electronics Flightline Systems, Corning, L3Harris Moog, GM, Delphi, Frontier Communications, Alstom Signal and IBM.

Prior to joining ATM, Rob worked as a Test technician for FLI/IDEX, Metrology technician for Rochester Precision Optics, Lab technician for Phillips Lighting and Sales Manager at Sav-A-Lot.

In addition, Rob performed Electronic Test and Repair of electronics and optical equipment as part of the US Marine Corps.

Rob's education includes an Associate in from Business Monroe Community College, Rochester, NY and Electro-Optical Ordinance Repair School US Army Ordinance School, Aberdeen, MD.

PERSONNEL

Armen Lester Sales Engineer, ATM

Armen Lester represents ATM in the Pennsylvania territory.

Some of Armen's major accounts include BAE Systems, Lockheed Martin, Tobyhanna Army Depot, Sechan, Tyco Electronics and Teletronics.

Armen's prior experience includes Geospatial Intelligence Analyst, USAF, Field Service Technician, NewQuest Technologies and Lead Field Service Technician, Cablevision.

Armen has completed college studies in the USAF and Montclair State University.

PERSONNEL

Bob D'Amico Sales Engineer, ATM

Bob represents ATM in the District of Columbia, Maryland and Virginia territory.

Bob is client focused with over 18 years of providing product knowledge and solutions to customers.

Bob previously worked as Regional Sales Manager, Vitrek Corporation, Regional Sales Manager, Hioki USA Corporation, Distribution Account Manager, Dialogic (Intel) and Regional Sales Manager, MMG North America.

Bob holds a BSEE Electrical Engineering from Polytechnical Institute of New York University.

PERSONNEL

Dale Hegg Sales Engineer, ATM

Dale represents ATM in the District of Columbia, Maryland and Virginia territory.

Dale's experience includes Technical Sales & Service Engineer, with thorough knowledge of electrical controls, substation maintenance, and wire management; the result of practical experience that includes 18+ years of successful, profitable OEM sales, service, and marketing.

He previously held positions at Microwave Components, Regional Account Manager; Molex LLC, Sales Engineer; ABB Low Voltage Products, Alliance Account Manager; Quick Cable Corp., Sr. Account Manager; Tyco Electronics Corp. Sales Engineer; Zeigenbein Associates, Manufacturers Sales Rep and Gross Automation Inc., Outside Sales Engineer.

Dale holds a Bachelors of Arts, Business Administration from Ottawa University, Has 60 credits in Industrial Engineering and 2 years Military Electronics training USAMMCS.

He was Honorably Discharged from United States Marine Corp as a Sergeant.