



# TELIT AMERICAS FLAGS NEW OPPORTUNITIES

## New Americas President & CEO Roger Dewey Builds an Internationally Recognized Team of Former Sony Ericsson Executives to Bring Telit to North & South America



Roger Dewey  
President & CEO

With the launch of Telit Wireless Solutions, Inc., Telit brings its acclaimed machine-to-machine (m2m) technologies to the Americas. Under the leadership of the internationally recognized m2m expert Roger Dewey, Telit Wireless Solutions gains a new President and CEO who is known, and highly recognized in the cellular module industry. Roger Dewey will be responsible for establishing United States-based operations, focusing on sales, marketing, business development, customer support and services, and regulatory certifications for Telit in the Americas. In 2005, Roger Dewey was honored with the prestigious Telematics Leadership Award presented by Telematics Update Magazine for his outstanding performance and achievements in the field. Named an industry pioneer by M2M Magazine, Dewey most recently served as Vice President of Product and Business Strategy at Sony Ericsson, where he was charged with strategically guiding development of marketing and sales of wireless connectivity products and solutions to commercial and industrial businesses, as well as to consumers. "I have been tracking Telit for years and have been highly impressed with their customer-focused product design and execution. When they asked me to help them enter the North and South American markets, I jumped at the chance," said Roger Dewey. "I am going to ensure that our customers' success is our number one priority." According to ABI Research, the m2m market in North America is expected to generate sales of over ten million units in 2007 and have an annual growth of 32% through 2011. Dewey and his team have identified three key areas where this growth is most immediate

and promising: telematics, fleet management, and automatic meter reading. Relying on their wealth of contacts in these industries and years devoted to priming the American marketplace for the emergence of m2m, Telit Americas has already made significant progress in the certification process and in driving customer interest.

● RALEIGH, NORTH CAROLINA

On Telit Americas' product development side, Dewey's team is headed by Brian Tucker, Vice President of Quality & Product Management, and Stefan Gudmundsson, Director of Product Management. Tucker and Gudmundsson are ensuring Telit's products are adapted for US certifications and implementation. On the sales side, Mike Ueland takes the reigns as Vice President of Sales overseeing all sales efforts, specifically those targeted to automatic meter reading. Mark J. Maresca, Director of Major Accounts, is tasked with coordinating fleet tracking and telematics outreach efforts.

## Four questions for Roger Dewey

### 1 What gets you out of bed every morning?

*I really care about this industry. My favorite part about my job and the m2m space in general is that it is not isolated to one individual segment. When I was working for Ericsson in the Systems Division, I only worked with mobile phone operators and service providers. Working in m2m gives me a totally new experience every day. In the morning I might be working with a fleet management company and in the afternoon I may be working with a company that owns and operates vending machines. Each of these companies has totally different business challenges and it is a great feeling to know that we have the solutions to help them as well as many other types of businesses. Every day I learn something new about an industry in which I had no previous experience. It's always very stimulating and always educational.*

### 2 What are some of the biggest challenges the m2m industry faces in the U.S.?

*The two major challenges are probably the certification process and the fractured wireless communications market. In the U.S. we have GSM and CDMA, and will soon launch WiMax, while in Europe and most of Asia they have coalesced around GSM as the single standard. In the U.S. we also have two extra levels of certification requirements not required in the rest of the world, PTCRB and individual operator approval. These additional requirements can add up to more than \$100,000.00 in added costs for developing a solution, which holds back smaller companies who are more likely to innovate and aren't hindered by size and scale of a deployment. Traditionally, it is the smaller, more nimble companies who are first to introduce new technologies and prove their indisputable value.*

### 3 What is the most exciting development you're proud to be associated with in your career?

*Helping to pull together the concept of an end-to-end value chain as the most important driver in the m2m space. It has only been in the past couple of years that the model for m2m has changed, unlike when individual companies were pushing their technology or service in an isolated, uncoordinated fashion. Potential customers couldn't figure out the value or business case when dealing with each individual component separately. m2m only really makes sense when you look at the total solution from a business perspective. I get a personal sense of satisfaction when I go to a trade show and many very smart people from different segments of the value chain are willing to spend time with me to discuss how we can all work together to accelerate the growth in this industry.*

### 4 We understand you are a bit of a "foodie" What kinds of meals are your favorite?

*I am actually a fan of any authentic cuisine where the food is served and shared by the entire table. Be it dim sum, tapas, or Korean BBQ. Being able to share the entire experience with your friends and family makes it that much more special.*

Joining Dewey's management team are several internationally recognized former executives from Sony Ericsson M2M:

#### Stefan Gudmundsson,

who brings an internationally recognized dedication and focus to the industry, serves as Director of Product Management and was recently the subject of an Automotive Industries Magazine cover story.



Stefan Gudmundsson

#### Former Motorola executive Mike Ueland,

now serves as Vice President of Sales. At Motorola, Ueland was responsible for developing and marketing innovative, first-of-its-kind wireless products to new markets.



Mike Ueland

#### Mark J. Maresca,

who serves as Director of Major Accounts, championed m2m development in the fleet tracking and telematics industries. At Sony Ericsson, he was responsible for taking sales from zero to nearly one million units per year in the fleet and telematics segments.



Mark J. Maresca

#### Brian Tucker,

who takes on the role of Vice President, Quality & Product Management, also comes from Sony Ericsson where he served as manager of Automotive Business Development. His responsibilities encompassed everything from automotive sales, project management and development to quality and operations.



Brian Tucker

Rounding out the team are other former Sony Ericsson employees including Joe Braga, Head of Marketing Americas; Leigh Ann Warren Ryals, Director of Portfolio Marketing; Ken Bednasz, Head Field Applications Engineer; and Laurie Ferguson, Administrator.