

Barr Tell USA, Inc.
Application for Certificate to Become a Telecommunications Carrier

Attachment 3, Response to Item II.1, Resumes of Key Personnel

BTU's Illinois operations will be directed by BTU's existing corporate management, technical and operations staff who are responsible for the interexchange and local exchange operations in the States of New York, New Jersey, and Florida. A description of the background of BTU's key personnel, which demonstrates the extensive managerial experience of its management team, is attached hereto.

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Objective To help increase the profitability of the company by contributing real life experience and concrete knowledge of how Telecom technology needs to be deployed and maintained. My commitment to excellence enables me to instill the highest levels of “Quality Of Service”, and Customer satisfaction in each and every project I undertake. Excellent organizational skills and the ability to solve complex problems and get the job done. Ability to design and manage a project, and to accomplish the projected task with maximum efficiency, according to the most demanding specifications.

Qualifications

- Designed, implemented and supported PBX and Telephone Switches. Experience includes hands-on deployment, vendor negotiations, customer pre-sales meetings, system design, and project and crew management.
- Very comfortable with troubleshooting and analyzing various media signaling protocols, including SS7, Frame Relay, H323, SIP, RTP and IAX.
- Excellent ability to troubleshoot problems related to the QOS of voice transmission. Excellent knowledge of the SIP debugging and handshaking process.
- Extensive use of network troubleshooting tools such as WireShark and PingPlotter.
- Integrated T1 PRI, BRI and ISDN circuits with multiple PBX and Key systems.
- Very familiar with setting up multiple port cards for Asterisk. This includes Sangoma and Zaptel cards.
- Designed and implemented Virtual PBX hosting services
- Installed and terminated CAT 5, CAT 6, burial and aerial cable
- Experience in developing client/server software applications, as well as comfortable with designing and installing Data Base software such as Microsoft SQL and MySQL based systems
- Experienced in Linux, including installing, writing and compiling modules in ANSI C. Additionally, experienced in network configuration, firewall settings, and remote access.
- Development of IP based PBX platforms and custom telephony applications based on Asterisk and other open source frameworks.
- Worked with and is proficient in a variety of telephony equipment that includes: Sonus, Cisco, Jupiter, Veraz, Quintum, Audiocodes, Sitara, Nuera, Digium Wildcard X100P and TDM400P interface cards, Sangoma Wanpipe, and other Telephony products.
- Expert in writing web based telephony software. Applied web based interfacing to the PBXs installed.

Accomplishments

- Designed and implemented a Click-to-Call-Me website. Features include PC-to-Phone, Phone-to-Phone and PC-to-PC calls.
- Designed and implemented audio-conferencing systems.
- Founded & Managed an internet telephony provisioning company. Work included contracting carriers and selecting providers. Also, made available to customers services such as DIDs and Toll-free numbering, carrier re-assignment and least cost routing. Work also included managing VOIP accounts, and billing. Clients included small to mid sized Businesses, call centers.
- Wrote a call accounting systems for hotels and phone kiosks administration.
- Designed PBX Telephone systems and Connections that helped small businesses grow and follow their sales while also saving extra costs and largely improved their day to day Business performance.

Career Highlights

- ***Barr Tell USA, Inc.*** **2010 to Present**
- CEO -
- Acquired this company in 2010 as a Competitive Local Exchange carrier in the State of New York. Since then I have expanded this CLEC to also provide telephone service in two other States, New Jersey and Florida where we are directly inter-connected to the large Incumbent Carriers, i.e. Verizon & AT&T. I have further expanded our service offerings and increased our foot print and revenue stream by offering additional add on features to our voice services that make our service unique as compared to other similar CLECs..

- ***Telebroad – New York, NY*** **2006 to Present**
- President
- As president and CTO of Telebroad for six years, successfully designed and completed the deployment of various products and services. Ability to locate market necessities and to create innovative solutions. Directed this start-up company in the major basic aspects of telecom industry, such as software and technology development, billing, sales and marketing.

- ***SOS Telecom. – New York City*** **2003 to 2006**
- *Owner: Bernard Lefkowitz Tel: 718-871-3539*
- Director of Information Technologies

Special Projects

2009 – Long Distance Provider.

Introduced long-distance phone service to international call providers. Service provision included colocation services, billing software, development of web-based account management, and servicing of VOIP equipment. Excellent negotiation skills obtained best long distance rates, and excellent hardware purchase agreements.

Skills*Hardware/VOIP/Networking Infrastructure:*

- Working knowledge of the public telephone system
- Telecommunication equipment configuration and programming, such as Muxes, Satellite Modems, DSU CSUs, Channel Banks. ADTRAN DSUs, NEWBRIDGE 3624 & 3630
- Worked with various IP telephony equipment, including Sonus, Cisco routers, Quintum, Audiocodes, Sitara, Nuera, Digium Wildcard X100P and TDM400P interface cards, Sangoma Wanpipe, and other Telephony products.
- Working knowledge of Cisco IOS for router configuration
- DHCP, DNS / Bind, Sendmail, Syslog, and SNMP
- SS7, SIP, H323, IAX
- Basic knowledge of ATM switching

Software:

- PHP, MySQL, Microsoft SQL
- ANSI C, C++, Visual Basic 6
- Linux, Unix, Cisco IOS, Windows, Apple.

Other:

- Multi-lingual: English, German, Yiddish & Hebrew
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Education

2002 – Mesifita College of Stamford Hill, London - Bachelor Degree of Computer Science, Aggregate degree in International Studies.

References

Personal References furnished upon request.

Upper Management /President/ VP – Chief Operations Officer & Consultant
Process Development / Product Launch / CRM / Negotiations / QA / Supplier & Customer Relations
/ Cost Control / Pricing / Purchasing / Systems Analysis & Planning

Management by objectives and a results oriented executive, strategic allocation of capital resources to systems and processes directly addressing effective and efficient operations in support of revenue growth and instilling confidence in diverse, highly competitive and fast-paced telephony and communication environments. Utilized technical, business and leadership skills to identify critical staff and technical issues, implement effective solutions for tough problems for startups to establish industry leadership. Directly responsible for establishing the tone and setting of strategic goals, while leading the development, deployment, support and delivery in revenue generating communications infrastructure(s) and facility operations. Abilities in setting and implementing long term vision to achieve EBITDA goals within overall product portfolios. Served as product champion by educating management on opportunities and risks associated with all forms of telephony and communication applications that focus on the strategic allocation of capital expenditures to achieve 'best practice' solutions.

- **Negotiated the sale of hundreds of thousands of dollars in telephony equipment and IP hardware, providing \$1M in capital to allow commercialization of business.**
- **Streamlined the soft switch installation process by cutting installation time 70%.**
- **Created total Customer Care program for joint venture partnerships and franchise client, enabling firm to retain \$4M VC funding.**
- **Drove software development project, generating \$10M in monthly revenue and 50 million in monthly minutes in the switching network.**

Special Skills: Strategic and tactical thinker/planner... Solid analytical, communicative and interpersonal skills... Establishing new policies and procedures... Building cohesive, cross-functional teams... Cultivate talent, instill value, and create a passion to be successful... Develop effective short and long-term technical, business, and operational strategies:

- ❖ **Scalability and Performance:** strategic allocation of capital resources into scalable, high-performance management solutions that can support a critical mass of customers – quickly and cost effectively;
- ❖ **Modularity:** initiate and direct projects supporting open modular solutions that provide a common operating environment to facilitate automation and service neutrality prior to the time when modularity was fully recognized;
- ❖ **End to End Management Visibility:** Implement management solutions that provide an end-to-end view of the customer's experience to ensure superior service levels;
- ❖ **Rapid Time-to-Market:** Direct and monitor time-critical projects on time and within budget constraints, while managing vendors to achieve agility and flexibility – quickly and confidently rolling out new services;
- ❖ **Aligning Investments and Cost Efficiency:** Provide visibility into investments from idea creation to launch; improve quality and speed of decision making with comprehensive views into project resource utilization and costs.

Technical Skills: Telephony: SBC(Session Border Controllers), IAD (Integrated Access Devices), Soft Clients, Lawful Intercept Telecom Licenses, Test Tools, Soft Switch Design and Deployment, Protocols - SIP, MPLS, MGCP, H323, SS7, ISDN. **Hardware:** IBM, SUN, CISCO, INTEL, AMD, EMC, NMS, Media Gateways, Telecom and Networking Platforms.

Communications Carriers: Dealt with a Multitude of Carriers on a Wholesale basis for Voice and Data Services on both a TDM level and also later for VOIP. These Carriers included every major Carrier both Domestic and International from AT&T, Belgacom, British Telecom, Deutsche Telecom, France Telecom, Telecom Italia, Level 3 through the alphabet to Verizon and every PTT and Carrier around the World. Including many second and third tier Carriers, bandwidth and peering partners the Carriers numbered well over 100.

University of Akron, Akron, Ohio course work 1964 - 1965; **New Jersey Institute of Technology for Mechanical Engineering** (formerly Newark College of Engineering) for Mechanical Engineering 1965-1969.

Selected Achievements

Negotiated the sale of leading edge telephony platform equipment, providing initial seed funding and capital to allow the commercialization of business. Cactus Communications wanted to commercialize, but lacked sufficient resources. Identified major roadblocks to commercialization and recommended prudent solutions. Sold Intellectual Property, enabling Cactus to meet its new business goals and commercialize the VoIP platform.

Streamlined the Soft Switch installation process at 60 Hudson Street for several Colo Central clients, cutting installation time 70%. Client CTO sought advice on strategic direction for product application development. Defined the Soft Switch connectivity and configuration issues, features and functions. Automated the bundling of components, significantly reducing installation time and improved ROI and margins for client organizations.

Created total Customer Care program for wholesale/retail franchiser, enabling firm to retain \$4M VC funding. Consulting client, needed a comprehensive customer care program to maintain needed funding. Recommended a viable organizational structure and required resources. Identified support application. Developed a program to manage, monitor and evaluate customer inquiries, satisfying VC that critical area of business was meeting its standards.

Staffed and provided technical support for several Excel TDM Switching platforms in a multi-client business model for Colo Central at 60 Hudson Street. The facilities and infrastructure support package generated annual revenue of \$2.5M in facility leases and \$1M in technical support contracts. Engaged and led the team in a joint software development venture that designed and implemented telephony software applications to manage and monitor network devices, leading to significant performance enhancements and new revenue opportunities.

Career Summary

Vice President Voice Stream Network, Inc. – August 2013 – Present.

I was hired as a Part Time Consultant to assist this company in getting up and running as a new CLEC in 3 states, New York, Florida and Iowa, simultaneously. This company's main focus is on providing telephone based Chat service(s) as well as Audio Conference Bridges for both wholesale 'white labeling' to other Carrier entities as well as to its own Customer base. They are also working on mapping telephone numbers to any Audio content such as radio stations(from around the world) to Blogs and to Personal Broadcasting. Using phone numbers allows for any listener or participant to dial into an event from anywhere without using the Internet. My main duties are dealing with Carriers as well as all the Legal filings, forecasting and ordering of blocks of Phone numbers with the Quasi-governmental Agencies of NANPA, the Pooling Administration and NPAC. See: www.radiolinknow.com and www.openconferenceusa.com.

Vice President EZ Mobile, LLC & Sonar Telecommunication, Inc. – January 2011 –Present. Began work as an Independent Consultant to change the profile of these two companies (both owned by the same Management. EZ Mobile LLC is focused on Retail Distribution of Prepaid Telecom Products and Services from servicing thousands of Retail Shops throughout North America to also selling these services over their Internet Portal (See: www.myezcalling.com). They resell many brands of actual physical telecom cards, SIM Chips and ‘Top Up’ Cards to Pinless products from both other Manufacturers as well as their own Brands.

Sonar Telecom is an FCC Licensed 214 Carrier that is “Facilities based” meaning that it has its own Switching Platform Carrier. Sonar is now interconnected to approximately 80 - 100 Carriers around the world to whom they route their International Voice traffic. Through my connections I was able to negotiate Interconnection Agreements with all these Carriers through various types of Contracts from a simple Wholesale Carrier Customer to both Reciprocal and Bi-Lateral Agreements. In addition, to selling a complete A – Z Voice ‘termination’ Route wholesale to any small Carriers these Routes or destinations are also used to produce their Retail Products for the Consumer prepaid arena (using EZ Mobile) In addition, these companies have also been Master Distributors for several Wireless Carriers as well as an MVNO for Sprint and Boost Mobile as well as a Reseller of Direct TV.

President: Barr Tell USA, Inc.-June 2010-Present, Started a corporation, Barr Tell USA, Inc, while working for Telx (see below) in Jan 1998 so that I could be paid as an Independent Telecom Consultant in my Title for Telx as the Director of Carrier Sales. In 2003, I filed a Petition in New York State for a Certificate of Public Utility and Convenience to provide the resale of telecommunications services as a CAP (wholesale). This business did not do well and became dormant until early 2010, when I was planning to retire. I then sold the business, but stayed on as part of Management and as Part Time Independent Consultant. The company was then upgraded to a CLEC in NY and NJ, where it now provides wholesale and retail phone service(s) as well as SMS Text Messaging having all of its phone numbers SMS enabled.

CTO: SurfXpress, L.L.C., 470 Vanderbilt Ave., Brooklyn, NY 2007 – June 2010 (Semi Retired). In 2007 on a quest to expand Colo Network Corporation, I acquired an existing business that specialized in Web Hosting along with an associate, where each of us owned 50%. I was the Chief Technology Officer and ran this business on a day to day basis along with Colo Network. This business differentiated itself from Colo Network offering shared web hosting as well as dedicated servers for web hosting using both the Windows OS and Linux Operating Systems and front end Control Panels. This business focused on Data Services rather than Voice.

CEO and CTO: Colo Network Corporation, 470 Vanderbilt Ave., Brooklyn, NY - 2004 – June 2010 (Semi Retired). Continued the operation of the Colo Central Corporation, after downsizing, restructuring and moving the telecom infrastructure operations to Brooklyn, while changing the name of the company. Re-established the company’s ability to upgrade and integrate voice, video and data utilizing the newer technologies such as Metro Ethernet and VOIP, while assisting in eliminating TDM connectivity and switching port fees with Carriers. As an infrastructure company we also focused on co-location services of small servers and platforms for independent and small Carriers.

CEO and General Manager: Colo Central, 60 Hudson Street, NYC – 1999 - 2004. Launched a start up to provide infrastructure facilities and technical support to a middle market client base comprised of domestic Small Medium Business (SMB) and International SMBs providing a commercial presence in the domestic market. Colo Central provided Project Management, technical/customer care and support services; also business and professional services relative to local, state and federal compliance with telecommunications and regulatory law, licensing and policies. Successfully planned and implemented innovative offerings focused on providing switching services especially for enhanced featured telephony applications such as prepaid phone cards and IVR related apps. Colo Central provided and hosted a private branded platform and management services establishing and supporting an affinity/ethnic market for prepaid calling card products. Colo is short for Co-Location.

Director of Carrier Sales: Telx, 60 Hudson Street, NYC – 1997 – 1999. As a core member of the management team in creating policy and execution of the strategic plan, resulted in the successful and profitable launch of the company. Directly responsible for the successful deployment of the TDM switching platform leading to a profitable distribution of several pre-paid calling card product lines generating over 50 million minutes/month and yielding approximately \$10 million in revenue annually. Responsible for contract negotiation and overall business development with Telecom Carriers with buying and selling, as well as issuing Contracts for Customers for Co-location, Switch Partitioning and Switch Processing. In the process of introducing Carrier/Vendors to the company its focus changed into a neutral co-location facility from operating switching platforms. It is now one of the largest co-location companies in the United States.

Director of Sales & Marketing: DigiTec 2000 formerly Promo Tel, 8 West 38th Street, NYC – 1995 – 1997. After the acquisition of Direct Dial International, I immediately assumed the sales and marketing responsibilities continuing with the business development of distribution and sales channels. DigiTec was a publicly traded company on the Bulletin Board (Sym: DGTT) pink sheets, therefore, Direct Dial International, a distribution and marketing company of prepaid phone cards provided instantaneous revenue and market share of the prepaid phone card business within the Tri-State New York region. The company was owned 20% by Walter Franks, head of the Tec Group in Jackson, MS. DigiTec continued the distribution of the prepaid phone card called the “Travel Card” until its demise. Afterward, I was directly responsible for negotiating a deal with the CFO of WorldCom in Jackson, MS to use their logo and continue with the brand of Prepaid cards called, the “F/X” Card. Through this CFO our company was set up with Patrick Jones of Premier Telecom in Atlanta to use his switching platform. I was also responsible for coordinating trade shows and doing Exhibitions at numerous major conferences, seminars and shows in addition to building up our market share.

Founder and owner: Direct Dial International, 34 West 37th. Street, NYC – 05/1994 – 10/1995 Direct Dial International was established as an entrepreneurial venture with a single signed contract from Richard Yellin, the President of Cable & Wireless to be the exclusive distributor in the tri-state area (New York, New Jersey & Connecticut) of their new phone card called, “Asia Direct” aimed at the Asian market. Direct Dial also succeeded in capturing dominate market share of the calling card business and distribution channel in New York of a competitive brand calling card, “The Travel Phone Card”. The company was acquired by DigiTec.

Regional Distribution Manager: Cleartel Communications, Washington, DC 10/1993 – 7/1994 Developed the Tri-State retail market and distribution network for a line of pre-paid phone cards operating under the brand “Telefare”. Directly responsible for developing the retail distribution network in the Tri-State region with over 200 retail store locations, segmented into ethnic markets and generating a monthly revenue of approximately \$25,000 in both the domestic and international markets for a new industry. The channel for pre-paid calling cards was dynamic and rapidly changing requiring constant innovative changes to the distribution model, which Cleartel refused to, enter fearing margin erosion and profitability issues.

Regional Distribution Manager: Amerivox, California Company 11/1991 – 10/1993. Amerivox was one of the first MLM companies to enter the pre-paid calling card market. Their business model of multi-level marketing shifted the risk in marketing to the distribution channel requiring commitment and resale to the retail channel. Their approach in 1992 to the prepaid phone card was pioneering a brand through an MLM distribution channel long before it was fashionable. As Regional Distribution Manager and independent agent, I developed the Tri-State distribution channel in conjunction with many others.

The MLM business model proved to be the wrong approach with insufficient margin to support the overall distribution channel with a service base product, and the consumer had little protection in the overall relationship. These two issues proved insurmountable for Amerivox and the company vacated the market after one year.