



MIKE SCOTTO

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SALES REVENUE GROWTH ♦ OPERATIONAL EXCELLENCE ♦ ENGAGING EMPLOYEES ♦

Mike Scotto is a solutions-driven and energetic natural leader with broad knowledge in technology, finance, business, and entrepreneurship. He is a trusted operations leader who is easily approachable and often sought out by colleagues and friends alike to bounce ideas and probe for possible solutions confronting them.

Mike is known for inspiring top performance with exceptional people skills, leveraged in cross-functional team building. He handles rapid change and growth quickly, offering ideas designed to be tactically and strategically implemented. Mike leads with a high level of ethics and integrity, offering entrepreneurial logic while building trust with Boards & Stakeholders.

Throughout his progressive career, Mike Scotto has a proven track record of success across various enterprises as a hands-on executive strategist, able to communicate with all levels while leading administration and customer success.

Mike Scotto has a demonstrated history of providing effective startup and growth expertise while ensuring optimal performance. He is an accomplished change agent with success improving quality operations by developing and implementing innovative processes and programs.

"I Had the pleasure of working with Mike for over 10 years.

Mike is as an innovative thinker with a broad technical knowledge base and excellent communication skills. He has shown success within engineering, operations and business development activities. A dedicated, strategic leader who would make any team better."

- Keith Hall, CEO, AssuredTek, Inc., (Previous CEO of Globecomm prior to acquisition) Partnerships at Net Health

Mike Scotto provides a vast array of executive operations leadership expertise including:

- **Streamlining sales and business development throughout North America, delivering \$50M+ in revenue.**
- **Increasing new Tier 1 mobile business from \$0 to \$10M in less than 18 months.**
- **Transforming development for over 70 globally located service & program delivery teams to a smaller, nimbler team with increased influence over revenue protection and account responsibility.**
- **Leading cost arbitrage activities of major suppliers through competitive bidding & strategic partnerships.**



CAST Software, New York, NY

Director of Sales

In his current position with CAST Software, Mike is leading the creation of a new industry centered around software intelligence using a proprietary platform that provide visual insights into how applications is architected and its dependencies from an object level to application to applicating level.

Leading with a proprietary platform, he walks through complex conceptional ideas supported by visual insights into application architecture and dependencies, spanning from object-level to application-level intricacies. Mike is at the forefront of developing innovative reach-out campaigns to engage specific potential users in the direct market, a novel approach for CAST.

His role involves crafting compelling marketing messages and orchestrating industry events to educate the market about this cutting-edge technology, showcasing potential use cases, and demonstrating the platform's superior returns on investment compared to existing solutions. Mike's pioneering efforts are shaping the future of software intelligence and propelling CAST to new heights in the industry. Additionally, Mike excels in targeting and discussing these concepts with individuals ranging from CIOs to SVPs of engineering, highlighting the platform's value across a spectrum of leadership levels.

Mike is responsible for building a new book of business for the platform in a new industry by leveraging existing contacts and developing new ones to build conversational contextual explanations of the platform's value and use cases to increase user adoption.



Speedcast, Hauppauge, NY (acquired Globecomm 2019)

SVP Customer Success

Mike managed a team of over 70 Service Delivery Managers serving Cruise, Energy, Enterprise, and government verticals. He successfully led the integration and restructuring of the team, P&L budget and reporting, and customer engagement after sales. Mike was moved to revenue generation by the Executive team to rebuild the pipeline of opportunities and replace lost revenues. He enjoys mentoring the team through quarterly and annual business review meetings with customers and spearheading service improvement plans. Additionally, he oversees major customer service plan execution where financial and image exposure is critical.

Mike streamlined ongoing team optimization and service improvements, initially reducing headcount by 15% (~\$1M) without impacting customer NPS scores. He analyzed customer segments, developed scope, and collaborated with IT to offer a customer self-service portal decreasing high-touch interactions.

He led the preservation efforts to successfully retain 95% of the customer base with transition, engineering, and capital plans for facilities and services optimization. Mike developed an anchor tenant financial solution with specific clauses, including planning to retain customers after the closure. He ensured a primary core facility, persons, and associated liabilities within the constrained time frame, exceeding the 2021 financial performance transformation metrics by 120%, adding an accelerator to annual bonuses.

Mike demonstrated his adept knowledge by leading renegotiations with suppliers to remove, change, and realign ongoing commitments in response to multinational geopolitical changes and over \$2M in cost reserves.

“Mike is a well-rounded leader in the telecom and connectivity space with strong business development, engineering and operational experience. Michele would be a great addition to any business.”

*- Michael Neugebauer, EVP
Global Operations, Speedcast
Communications*

SVP Sales

Mike directed a remote team of 3-sales leads covering Enterprise, Energy, Media, and Telecommunication customers, generating over \$50M in annual revenues. He actively engaged account leads through annual and quarterly business reviews and evaluated all deals, Capital expenditures, cash flow impacts, and business impacts with the team on a deal-by-deal basis.

He managed a pipeline of deals and booking dates and presented to executive leadership for forecasting to the board and stakeholders. He developed, refined, and maintained commission plans and tracking methodologies for the team and corporate objectives. Mike oversaw deal types, including IaaS to SaaS, leveraging available resources for a Customer Operational team.



Globecom Systems Inc., Hauppauge, NY (acquired by Speedcast)

SVP Sales & Business Development

Earlier, from 2001 to 2018, Mike progressed through his career with Globecom Systems Inc, serving as the SVP Sales & Business Development leader. Mike led a team of five covering Media, Enterprise, Telecom, Government, and transportation verticals. He drove revenue growth from \$30M to \$50M and assisted with presentations of revenues and pipelines to private equity firms. Mike developed standardized service offerings, proposal templates, and presentations the team uses globally. He, additionally closely collaborated with marketing to create annual marketing budgets, campaigns, and tradeshows. Regularly presented at industry events as a panelist for new service offering launches and at Satellite Shows in DC and NYC, providing white paper for publication to the world teleport association.

Mike innovatively broke into a new vertical with a tier-1 mobile operator by securing a \$15M over 36 months initial network contract and upsold the 2nd network within 18 months. He presented a satellite solution that interoperated with their network, providing the needed coverage at a fair price.

He streamlined and pivoted facilities and assets to deliver new media demands, securing the 1st contract over \$5M Y-O-Y (70% Margin) in less than one year. He worked with the team to start an aggressive marketing sales campaign to target potential clients needing broadcast and media co-location space for their operations.

SVP Global Operations

For five years, Mike led a 24/7 global operations team of 125+ supporting mission-critical networks for all verticals serviced by Globecom. Mike supported sensitive and confidential customers and service delivery teams in a commercial operations environment, ensuring bifurcated data and knowledge per NIST. He additionally managed an annual CapEx Budget of over \$10M and planned continuous infrastructure upkeep and expansion.

Mike adeptly led the integration of 6 acquired Operations Teams into 4 global facilities in NY, DC, Amsterdam, and South Africa. The integration increased customer satisfaction by over 50% in less than 8 months and secured over 98% of customer renewals for the subsequent 36 months.

He introduced ITIL, which streamlined best practices, including developing, publishing, and implementing business continuity designs and plans for the entire organization.

Mike implemented new capacity management software funded by the savings within 7-months and drove utilization rates over 95% within 12-months, achieving ROI in less than 3-months, and increased technical RFP response times.

He leveraged his innovative mind by proposing an investment of ~\$1M for an antenna system that simultaneously received over 40 satellite signals, increasing media offerings for steaming customers while removing the roof load, which doubled customer count in subsequent quarters.

VP North America Sales

Mike directed major media and enterprise accounts. He led the sales for remote location and private account satellite networks to overlay their existing terrestrial networks. Mike directly sold to Fortune 100 and led the team selling to Fortune 500 companies. He was responsible for RFP response processes and developed pricing strategies for customized solutions. He traveled extensively to support marketing efforts and trade shows.

Director

Mike developed a standardized service offering under the product name 'Access.' He helped launch infrastructure as a service through co-location services for suppliers in the satellite space and large antenna at our network facilities. Mike supported UN agencies and provided ISP services to undeveloped, 3rd world countries to assist in their aid missions. He reinforced the development and sale of the 1st private business television network to the 1st Fortune 100 company organization acquired.

Early Career:

NetSat Express (Subsidiary of Globecom), Hauppauge, NY

Director & Product Line Manager; Account Manager; and Sales Executive

Worldcomm Systems, Hauppauge, NY

Systems Engineer

EDUCATION



MBA- Master of Business | International Business | Hofstra University

BS - Bachelor of Science Engineering | Electrical Engineering | NYU - New York University – Tandon School of Engineering

AWS Cloud Practitioner | AWS

ITIL | Globecomm

PROJECTS:

Plantbox | Board of Director Advisor to the CEO: Assisted in business guidance and investor campaigns. Previous presentations to VS and PE at Globecomm provided great insight into message alignment, ensuring investor understanding of the value and investment.

Entrepreneur: Successfully invested (1 of 4) and built a new restaurant in Rhode Island. Started and grew the business from \$0 to over \$2M in annual revenue. Successfully managed the investor relationships over a decade and bought out two initial investors.

Mike Scotto currently lives with his family in the greater New York City area, where he enjoys travel, experiencing new cultures and food, the outdoors, especially fishing and boating, and playing a nice game of golf.