

**CORPORATE  
PROFILE**



**ADVANCED TECHNICAL  
MARKETING, INC.**

**Advanced Technical Marketing  
Bob Morrell, President  
Advanced Technical Marketing (ATM)  
1719 Route 10 East  
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Parsippany, NJ 07054  
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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  
FAX: 973-683-1311  
E-MAIL: [sales@atm1.com](mailto:sales@atm1.com)  
Web Site: [www.atm1.com](http://www.atm1.com)

**Sales Manager:** Bob Morrell

**Sales Engineers:** Gil Lipper  
Jim Hartson  
Pat Nolan  
Frank Liang  
Tom Mombourquette  
Russell C. Pepe, RCDD  
Bob Morrell

**Office Manager:** Michelle Sandy

**Sales Administrator:** Laura Viera

## **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 resources 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.

Lily Coppinger is the Sales Administrator responsible for quoting, order processing, phone call, demos and sales support.

## **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 New England. Bob's major accounts include BAE Systems, Harris, Honeywell, IBM, Lockheed Martin and L-3 Communications. 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 selected accounts in Eastern Pennsylvania, Metro New York and New England.

Russell's major accounts include Akron, Alcatel-Lucent, Anadigics, AT&T, CyOptics, Finisar, General Dynamics, TE SubCom and Veeco.

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, Harris/EDO, 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**

### **Jim Hartson Sales Engineer, ATM**

Jim is a Sales Engineer with ATM, who resides in and covers a major part of the Upstate New York territory. He is based outside of the Rochester area. Jim's major accounts include Lockheed, BAE, Northrop Grumman, Rockwell Collins, Kodak, Corning, ITT, Moog, GM, Delphi, PaeTec, Frontier Communications, Alstom Signal and IBM.

Prior to joining ATM, Jim was a Program/Quality/Test Manager for Transportation & Transit Authority (TTA). At TTA Jim was responsible for all phases of Test and Quality, insuring that Test, Quality and Calibration Programs were in full compliance with ISO9001. Jim also managed the staff for the respective departments.

In addition, Jim was a Technical Representative with Lockheed Support Systems, based in Fort Eustis, VA supporting Night Vision Implementation on UH-60 Blackhawk Helicopters.

Jim previously worked as a Sales Engineer with ATM and ATM.Com, as well as other Manufacturing Representative Companies for more than 5 years, developing and expanding territories in the Upstate NY and Western PA areas. His experience encompassed Data Acquisition, Communications (Physical Layer Telecommunications, Protocol, Wireless and Fiber Optics), and General Purpose Test.

Jim received his formal education through the United States Marine Corp as an Avionics Level 1 Technician. He also holds an AMRIP certification in Miniature and Micro-Miniature Component Repair. Additionally, Jim has a Private Pilot SEL License and an Amateur Radio Operators Technician License (N2QPR).

## **PERSONNEL**

### **Tom Mombourquette Sales Engineer, ATM**

Tom Mombourquette resides in and represents ATM in Pennsylvania. Tom's major accounts include BAE Systems, Lockheed Martin, Tobyhanna Army Depot, Tyco Electronics and Teletronics.

Tom has more than 20 years of experience in Sales Management, effectively targeting and selling fiber optic solutions in the territory.

Prior to joining ATM, Tom was an accomplished Sales manager in the fiber optics communications industry. He held positions with INNO Instrument, OptoTest, RIFOCS and Optigain.

Tom holds an MBA in Marketing from DeSales University and a Bachelor of Science degree in Industrial Manufacturing Engineering from the University of Rhode Island.

## **PERSONNEL**

### **Pat Nolan Sales Engineer, ATM**

Pat Nolan represents ATM in the Mid-Atlantic States of Eastern Maryland, Eastern Virginia and Eastern Washington DC.

Pat has over 25 years of experience in the Rental Business related to Test Equipment, Computer Systems, Embedded Systems and Components. His experience encompasses Tier 1 Telecommunications Companies, Major Defense Contractors, Medical Equipment Companies, Contract Manufacturers, and Start-Ups.

Before joining ATM, Pat spent 3 years with Continental Resources. He expanded and grew the customer base and was a Distributor for all the major Test equipment Companies. He arranged for on-site evaluation of equipment and performed the demonstrations. He also made arrangements for Lunch and Learns and Vendor Fairs. He was instrumental in bringing new products into the Rental Company's inventory.

Pat worked for Electro-Rent for 5 years. He spent most of his time establishing a relationship with Defense Contractors and Telecommunications Companies. Pat worked well with all the manufacturers whose equipment he rented and sold. Pat was responsible for Electro-Rent getting involved in Gigabit Ethernet Gig-E Test Equipment.

For 18 years, Pat worked for a company that went through several name changes: US Instrument Rentals, AT&T Capital, and Newcourt Financial. He performed the duty of Inventory Center Purchasing, Inside Sales, and Field Sales Engineer. Pat won Salesman of the Year, Top Leasing Salesman, Outstanding Recognition and Million Dollar Club Board of Directors Awards. He received the Outstanding Achievement Award and was recognized at a luncheon by the President of AT&T Capital Corporation for Exceptional Business.

## PERSONNEL

### **Frank Liang** **Sales Engineer, ATM**

Frank Liang represents ATM in the Mid-Atlantic States of Western Maryland, Western Virginia and Western Washington DC.

Frank has over 8 years of experience in product management and sales in the Maryland, Virginia and DC territory.

Frank's career achievements includes Senior Staff Systems Engineer at Motorola for 10 years and Senior Product Manager and Cellular Architect Wireless Solutions at Huawei Technologies USA for 8 years. He received a Gold Individual Award from Huawei Technologies and multiple Motorola Recognition Awards.

He worked to achieve two US Patents 2012/0275391 GRANTING SCHEDULING REQUESTS WIRELESS COMMUNICATION SYSTEM and US Patent 2013/013603 METHOD AND APPARATUS FOR MANAGING QUALITY OF SERVICE SETTINGS FOR GROUP COMMUNICATIONS. In addition, Frank was Co-author of accepted paper 'Lab Performance Analysis of a 4G LTE Prototype System' for IEEE WCNC April 2009 conference and IEEE Communications magazine.

His key areas of expertise include Cellular Wireless e2e Solutions RF System Integration Test and Performance Evaluation 5G NB-IoT LTE 3GPP, Standards Systems Engineering, Link Budget Unix/Solaris/Linux admin, CBRS 3.5GHz Massive MIMO Mission Critical Public Safety network, Satellite backhaul IOT and Communication with CXO Customer Centric.

Frank holds a Masters of Science in Systems Science from University of Ottawa, Kanata, ON and Bachelors of Engineering in Electrical and Electronics Engineering from South China University of Technology, Guangzhou, CN.