

Curriculum Vitae

of

Russel Munro Bason

Pr. Eng. BEng (Electronic)

**Consulting in Product Development, Project
Management and Risk Analysis**

Information and Communications Technology (ICT)

Date Prepared: 2015/08/27

Work Phone Number: 087 751 1445
Cell Number: 083 668 3437
Home Phone Number: 012 734 5847
e-Mail Address - Work: russel@successfulsales.co.za
e-Mail Address - Personal: basonrm@mweb.co.za

R. M. Bason
 Telephone (Work): +27 87 751 1445
 Cell: +27 83 668 3437
 E-Mail: russel@successfulsales.co.za

Curriculum Vitae

Personal Details	
1. ID Number	721014 5046 080
2. Family and marital status	Married with Children
3. Nationality	South African Citizen
4. Languages	<ul style="list-style-type: none"> ▪ English ▪ Afrikaans
5. Summary of qualifications, skills and values	I am a qualified engineering professional, who can bring the best out of a team to achieve great results.
6. Summary of expertise and experience	I am an ICT professional specialising in product development and project management. I have 15 years of experience in hardware, software and system development.

Personal Strengths & Profile

Personal Skills

- Management of teams.
- Management of projects.
- Creating a common team vision and strategy.
- Gaining trust and cooperation.
- Creating team stability and morale.
- Business acumen.
- Setting priorities.

Aptitudes

- Guide a group towards a common understanding which allows for effective action to follow.
- Determination and drive.
- Natural inclination toward systems thinking.
- Leadership.
- Problem solving.
- Overcoming barriers.
- Setting practical targets for the team.

R. M. Bason
Telephone (Work): +27 87 751 1445
Cell: +27 83 668 3437
E-Mail: russel@successfulsales.co.za

Personal values

- Honesty.
- Integrity.
- Loyalty.
- Kindness.
- Firmness.

Career Achievements

I would like to highlight the following achievements during my career of more than 18 years:

- Guided PIE-d piper CC to a focussed implementable strategy with significant deals in the sales pipeline.
- Implemented business policies, processes and systems to make PIE-d piper more efficient on a restricted budget.
- Refined the marketing approach and product mix to ensure optimal revenue generation.
- Negotiated international contracts for PIE-d piper that will ensure ongoing and consistent revenue streams.
- I coordinated and managed the implementation of the global MPLS product suite on Telkom's Operational Support Systems and Business Support Systems (OSS/BSS).
- As a key component of ICT product development, I coordinated the company wide approval and implementation of the Fulfilment, Assurance and Billing (FAB) processes for the global MPLS product suite.
- As the technical product expert on global MPLS solutions I provided valuable input to Telkom's global and African expansion strategies, as well as evaluating the MPLS product suites of potential partners.
- I provided technical guidance and interpretation to Telkom's patent attorneys allowing Telkom to successfully defend two design infringement cases.
- I was the top achiever in my intake of the Management Development Programme administered by the University of Stellenbosch scoring an overall distinction.
- More products were completed by our department within my term of management than in the previous five years.
- I successfully planned and concluded a change management initiative regarding the ATP 2 by hosting live interactive satellite broadcasts to engage and empower the technicians in the use of this new technology. The ATP 2 was deployed country wide.
- One of my best achievements throughout my career is to effectively manage my assigned projects across multiple departments and to effectively delegate work where required.
- We developed a system to prevent conference call fraud on Telkom's network which was so effective that conference call fraud was virtually eliminated within three months saving the company millions.
- Several of the projects I have been involved with have generated patents for Telkom.

R. M. Bason
 Telephone (Work): +27 87 751 1445
 Cell: +27 83 668 3437
 E-Mail: russel@successfulsales.co.za

Educational Qualifications			
Degree/Diploma	University	Subjects	Year
1. BEng (Electronic)	University of Pretoria	<ul style="list-style-type: none"> ▪ Telecommunications Theory ▪ Microelectronics ▪ Fourth Year Thesis (Antenna on a Chip) ▪ Control Systems ▪ Professional Practice ▪ Electronic Design ▪ Optics ▪ RF Design 	1996

Detailed List of skills

Business Skills

- Business leadership (Well Developed).
- Business strategy development (Well Developed).
- Setting of relevant KPIs. (Well Developed).
- Project management (Well Developed).
- Team management and leadership (Well Developed).
- Interpersonal relations (Well Developed).
- Delegation of tasks (Well Developed).
- Preparation of business cases (Well Developed).
- Analysis of the business impacts and costs of system development (Well Developed).
- Identification of cost elements within ICT products (Well Developed).
- Contract negotiation and analysis (Well Developed).
- Definition of value proposition (Well Developed).
- Customer Relationship Management (Well Developed).
- Drafting Business processes across multiple business units (Well Developed).
- Implementation of Fulfilment Assurance and Billing (FAB) processes according to eTOM and ITIL models (Well Developed).
- Preparation of documentation and presentations (Well Developed).
- Public speaking and presentations (Well Developed).

Technical Skills

- Understanding of inter-operator issues with regard to interconnecting different operator's MPLS networks (Well Developed).
- Understanding of Operations Support Systems/Business Support Systems (OSS/BSS) and

R. M. Bason
Telephone (Work): +27 87 751 1445
Cell: +27 83 668 3437
E-Mail: russel@successfulesales.co.za

cross system impacts (Well Developed).

- Understanding of the principles of Multi-Protocol Label switching (MPLS) and Virtual Private Network (VPN) implementations (Basic).
- Knowledge of the uses and limitations of eBGP, OSPF and other routing protocols (Basic).
- Network design concepts (Basic).
- Understanding of communication transmission systems (Intermediate).
- Understanding of the capabilities of Cisco systems (Basic). (Not actual configurations.)
- Website development in Joomla and Wordpress (Basic).
- Website Search Engine Optimisation (SEO) techniques. (Intermediate)
- Social media marketing and promotion. (Intermediate)
- Microsoft .NET development (Intermediate) (Not Current).
- SQL development experience (Basic) (Not Current).
- Digital PCB Layout (Well Developed) (Not current).
- Digital timing and system design (Well Developed) (Not current).
- Embedded programming, including networking layers (Well Developed) (Not current).
- Complex Programmable Logic design experience (Well Developed) (Not current).
- Radio Frequency Interference design considerations (Well Developed) (Not current).
- Radio Frequency Design (Basic) (Not Current).
- Embedded Multitasking operating systems – VxWorks (Well Developed) (Not current)

Computer Skills

- Microsoft Word (Expert).
- Microsoft Excel (Expert).
- Microsoft Outlook (Expert).
- Microsoft Power Point (Expert).
- Microsoft Visio (Intermediate)
- Microsoft Communicator (Basic).
- Microsoft Project (Intermediate).
- Microsoft Access (Intermediate).
- Microsoft InfoPath (Basic).
- Microsoft Team Manager (Intermediate) (Not Current).
- Windows 8 (Intermediate).
- Windows 7 (Intermediate).
- Windows XP (Intermediate).

R. M. Bason
 Telephone (Work): +27 87 751 1445
 Cell: +27 83 668 3437
 E-Mail: russel@successfulsales.co.za

- Windows 2000 (Intermediate).
- Windows 98 (Intermediate).
- Unix (Basic) (Not Current).
- Linux (Basic) (Not Current).
- Max Plus II and Quartus (Expert) (Not Current)

Professional Affiliations and Memberships

I am a member of the following organisations:

- Registered as a Professional Engineer with the Engineering Council of South Africa (ECSA).
- Director at Cyber Holdings Unlimited (Pty) Ltd.
- Parish Council Chairman at St Peter's Catholic parish in Cullinan.

Honours, Awards , Memberships and Positions held in the past

I have received the following awards:

- STE Marconi award for innovation in 2010. (For the development of new OSS/BSS capability to enable Telkom's global MPLS product suite)
- Top achiever in Telkom's Management Development Programme administered by the University of Stellenbosch in 2008.

I have held/hold the following positions:

- Director of Security for the Silver Willows Home Owners Association. (Past)
- Chairman of the parish council of St Peter's Catholic Church in Cullinan. (Current).
- Member of the board of PIE-d piper cc. (Current)

Other Qualifications and Certifications

University of Stellenbosch - Management Development Programme (NQF Level 6 certificate)

- Systems Thinking
- Scenario Building
- Leadership and Teams
- Managing Diversity
- Operations and Risk Management
- Change Management
- Entrepreneurship and Innovation
- Financial Management

2008

R. M. Bason
 Telephone (Work): +27 87 751 1445
 Cell: +27 83 668 3437
 E-Mail: russel@successfulesales.co.za

ITIL Version 3 Foundation	2011
Full list of other short courses completed is available on request.	
Experience History	
<p>2013/05/01 to Present – Managing Member – PIE-d piper CC</p> <p>I left the employ of Telkom to pursue other business interests in April of 2013. As the Managing Member of PIE-d piper CC which is a start-up company I am responsible for the overall strategy of the company as well as its implementation.</p> <p>I have accomplished the following to date:</p> <ul style="list-style-type: none"> ▪ Guided PIE-d piper CC to a focussed implementable online product strategy with significant deals in the sales pipeline shifting the focus from a single client to an integrated online solution suite servicing multiple clients. ▪ Implemented business policies, processes and systems to make PIE-d piper more efficient on a restricted budget. Most vital was the introduction of a CRM and workflow management system to streamline company operations. ▪ Refined the marketing approach and product mix to ensure optimal revenue generation. This included the introduction of a new and innovative cloud based business card solution which is the company’s main focus and is gaining significant traction in the market with large corporate deals currently under negotiation. ▪ Negotiated international contracts for PIE-d piper that will ensure ongoing and consistent revenue streams. One of these business contracts now ensures that PIE-d piper CC derives a continuous revenue stream from a large international payment gateway. ▪ Sorted out company staffing problems and implemented a more performance driven culture. ▪ Joined the company to two professional networking organisations to build up a sustainable and productive business network contacts. This provides opportunities for sales, collaboration and partnerships. 	
<p>2008/08/01 to 2013/04/30 – Project Manager - Telkom</p> <p>I was transferred to the IP Network Services product development department in August 2008. I was responsible for the technical development and implementation of Telkom’s global Multi-Protocol Label Switched (MPLS) product suite.</p> <p>I accomplished the following:</p> <ul style="list-style-type: none"> ▪ I coordinated and managed the implementation of the global MPLS product suite on Telkom’s Operational Support Systems and Business Support Systems (OSS/BSS). This involved coordinating various IT sections across multiple IT systems to ensure delivery of a quality product. I continue to manage the implementation of new product capabilities. ▪ As a key component of ICT product development, I coordinated the company wide approval and implementation of the Fulfilment, Assurance and Billing (FAB) processes for the global MPLS product suite. This included coordinating input from various business divisions across 	

R. M. Bason
Telephone (Work): +27 87 751 1445
Cell: +27 83 668 3437
E-Mail: russel@successfulesales.co.za

the Telkom value chain, resolving inter-divisional disputes as well as making process recommendations and reviewing the final processes to ensure alignment between divisions.

- To ensure that a high quality product is available to our customers I redefined Telkom's global MPLS product suite to cater for present and future requirements by ensuring that the product definition is clear, flexible and easily extended. This was a major achievement since this is Telkom's first global MPLS offering and it requires inter-working with the MPLS products of multiple global operators.
- During the product design phase I ensured a strong focus on reusing and standardising product components. Several of the product components that were defined for the global MPLS product suite have been reused in other product developments.
- To continue contributing to the improvement of Telkom's MPLS products I have also assisted in Telkom's drive to redefine the entire national MPLS product range providing input and guidance based on the experience gained from implementing the global MPLS product suite.
- I continue to provide guidance and direction to the sales and marketing groups to ensure a proper understanding of the technical capabilities and limitations of the global MPLS product suite including highlighting the product's strengths and benefits.
- As the technical product expert for Telkom's global MPLS product suite I provide technical, product and general guidance for a variety of Request for Proposal (RFP) responses to major corporate clients on a regular basis.
- To assist staff in dealing with the new product suite, I have designed and implemented a change management process. This ensures that various Telkom sections are aware of the system and process changes as a result of the implementation of the global MPLS product suite.
- As the technical product expert on global MPLS solutions I provide valuable input to Telkom's global and African expansion strategies, as well as evaluating the MPLS product suites of potential partners.
- As the technical product expert for the global MPLS product suite I am a key member of the contract review team. I deal with supplier contract negotiations with global ICT companies such as AT&T, PCCW, Unisys etc.
- I am responsible for providing the business requirements and guidance to the IT Service Desk development team to enable a more IT Information Library (ITIL) compliant interface to Telkom's major corporate customers.

2006/02/10 to 2008/08/01 – Manager (Hardware Development) - Telkom

I assumed the management of Telkom's hardware development department in February 2006.

I accomplished the following:

- I provided technical guidance and interpretation to Telkom's patent attorneys allowing Telkom to successfully defend two design infringement cases. To achieve this I had to do some study work on design and patent law to ensure that correct and useful advice was

R. M. Bason
Telephone (Work): +27 87 751 1445
Cell: +27 83 668 3437
E-Mail: russel@successfulsales.co.za

given.

- More products were completed by our department within my term of management than in the previous five years.
- During my management of the department the following products were designed and implemented within Telkom:
 - The surge protection Tester which allowed Telkom to test all of its surge protection modules in Gauteng in less than six months.
 - The Cable Verification Unit which allowed Telkom to verify the routing of up to 100 customer circuits simultaneously without disrupting the customer's services. This device was patented.
 - Design of the plastic sockets deployed by Telkom country wide. Up to 60 000 per month were manufactured at a time.
 - The E1 Cutover Tester which allowed Telkom to cut over E1 services live without disrupting the customer service.
 - The Advanced Tone and Probe (ATP) 2 which allowed a technician to trace a working copper cable pair without disrupting services. This is the only device in the world capable of tracing a copper pair without disrupting services and the ATP 2 was patented for this reason.
 - Electro-Magnetic Interference (EMI) Filter which allows Telkom to prevent some of its equipment interfering with that of other radio spectrum users. This unit saves Telkom from having some of its radio sites shut down and is invaluable to the company.
 - The Cable Simulator which provided a test bed to test various Digital Subscriber Line (DSL) modems under varying line conditions in the laboratory. This eliminates the need for tens of kilometres of copper cable.
 - The enhanced Multi-Gain Wireless (eMGW) filter is a 1.9 GHz filter that filters out cell phone tower transmission signals that swamp the eMGW equipment thus desensitising the radio receivers to the eMGW signal. This allows Telkom to operate eMGW equipment reliably at high sites in the presence of cell phone transmission towers.
 - Our team assisted in the design of a network termination unit. Our team contributed to designing the programmable logic device circuits as well as providing circuit designs to deal with radio interference without which the unit could not have functioned within specifications.
- I coordinated the technical input to Telkom's 2006 Futurex exhibition. Telkom won third place for the stand based in part on the technical contribution.
- I successfully planned and concluded a change management initiative regarding the ATP 2. I hosted live interactive satellite broadcasts to engage and empower the technicians in the use of this new technology. The ATP 2 is deployed country wide.

2001/05/01 to 2006/02/09 – Senior Engineer (Hardware Development) - Telkom

I was promoted to Senior Engineer in Telkom's hardware development department in May

R. M. Bason
Telephone (Work): +27 87 751 1445
Cell: +27 83 668 3437
E-Mail: russel@successfulesales.co.za

2001. I was responsible for leading a design team within the department.

I accomplished the following:

- As the team leader I managed the design of the exchange equipment for an access concentration ring system. We also designed reusable modular system components and followed an object oriented coding approach when writing the embedded software.
- My team reused system components from the access concentration ring system to achieve a turnaround time of just three weeks to develop an entirely new solution to combat conference call fraud. The system was so effective that conference call fraud was virtually eliminated within three months saving several million rand for Telkom.
- I was also responsible for the development of the exchange equipment for an anti clip on fraud system. Although the system was never deployed due to the cost of the field equipment, our team developed a triple level encryption algorithm that could fit on a very small processor and be encrypted and transmitted within a few milliseconds. This method of clip on prevention was patented.
- Our team debugged the embedded software of the call verification system that was deployed by Telkom nationally to check the accuracy of exchange call time measurements. This prevented a national recall due to unusual and irregular failures of the system.
- In the field of software development I led a small design team that wrote a C Sharp based application to collect performance information from all of Telkom's Digital Subscriber Line Access Modules (DSLAMs). The information is stored in a Structured Query Language (SQL) database. This application is able to complete the whole national data collection in about one hour.

1997/01/13 to 2001/04/30 – Engineer (Hardware Development) - Telkom

I began working as an Engineer in Telkom's hardware development department in January 1997.

I accomplished the following:

- I wrote a memory pool manager for an in-house embedded multi-tasking operating system that was superior to those written by experienced senior engineers within my first year in the department. This was my first experience of embedded multi-tasking operating systems.
- After only nine months I was assigned to design multi-layer Printed Circuit Board (PCB), multi-processor, multi-channel communications card which I completed within six months.
- I designed and implemented a remote alarm indication panel to extend exchange alarms to a distant control room for a Telkom exchange after the staff had given 24 hours notice and walked out. I completed the system design and installation in 72 hours.
- In my third year in the department I presided over a tender for an access concentration ring call control system. I was responsible for setting the criteria, preparing the documents and adjudicating the tender.
- I designed the early phase exchange equipment for the access concentration ring system as well as the Data Link Layer (DLL) communication control between the various system

R. M. Bason
Telephone (Work): +27 87 751 1445
Cell: +27 83 668 3437
E-Mail: russel@successfulesales.co.za

components. This DLL became the standard used by several teams for more than six years.

1996/04/01 to 1996/04/15 and 1196/06/18 to 1996/07/15 – Student Employee – Yntema Electronics

Holiday work for my qualification comprised of electrical and electronic repairs for industrial counters, stoves and auction boards as well as Electrical wiring of lighting and catering lifts at the military headquarters. I also installed an intercom systems and electrical gate motors at various buildings in Sunnyside, Pretoria.

I accomplished the following:

- Reverse engineering of various pieces of electronic equipment which had no schematic diagrams anymore allowing our clients to continue using the existing system.

Additional Information available on request

▪ **References**

- Saul Weinberg – MD at Supadata - +27 83 294 1564 or +27 11 803 6109; saul19@gmail.com
- Karl Bauermeister – CEO of Sizwe Asset Finance and Director at Cyber Holdings Unlimited - +27 83 253 6940; karl@sizweasset.co.za
- Jenny Bason – CMO at PIE-d piper CC - +27 83 388 9392; jenny@successfulesales.co.za
- Selwin Roon – Manager at Telkom SA Ltd - +27 81 494 7818; Selwin@lumax.co.za
- Benand Els – Current portfolio Unknown (Former Senior Manager at Telkom) - +27 82 889 5902
- Gallie Myburgh - Current portfolio Unknown (Former Senior Manager at Telkom) - +27 82 566 3907
- Johan Myburgh – Senior Specialist IP Networks at Telkom SA Ltd - +27 ; myburgj3@telkom.co.za
- Jannie du Plessis – MPLS Specialist at Telkom SA Ltd; +27 79 525 0065
- Neil Jooste – Senior Manager at Telkom SA Ltd and former president of the STE - +27 82 781 6007
- Jaco Schutte – MPLS QoS Specialist at Telkom SA Ltd - schuttej2@gmail.com
- Arno van der Elst – Electronic Engineer - +27 83 315 1430; arno@superiordesigns.co.za