

Mark Nielsen

Biography



Mark Nielsen is a 24-year veteran of the software and wireless industries and has run software companies for the past 19 years. He is the CEO of Wireless 21, Inc.; a consulting company focused on business development and advisory services to a wide range of technology companies. Mr. Nielsen is also a Managing Director of Capistrano Ventures, a company focused on helping companies achieve optimal performance and liquidity events. He sits on the boards of three private companies and is Chairman of two of them (www.corentech.com and www.isd-corp.com).

Most recently, he worked a turnaround as interim CEO (now Chairman) of ISD Corporation, a software company in Corona, California, that provides web-enabled applications for courts to manage the complete back office processes involving the court's management of cases. While at ISD, Nielsen increased revenues threefold, returned the company to profitability, and reduced liabilities by over \$2 million. He has also served on the board or advisory boards of a number of startup companies focused on various wireless, network management, and Internet-based opportunities.

Until 2000, Mr. Nielsen was President and CEO of Avery Communications, Inc., a public company that provided software and services addressing the customer relationship and billing/operational support system (OSS) needs of telecom and Internet service providers. Avery had two subsidiaries, Primal and HBS Billing Services. Mr. Nielsen became CEO in late 1998 when Avery had only HBS, its local exchange carrier billing unit. He subsequently set the new strategy of Avery, including two acquisitions, and completed its SEC registration as a public reporting company in mid-1999.

In early 1998, Mr. Nielsen was the Chairman and a principal of Primal Systems, Inc., a private software company that provided web-enabled customer management and intelligence software solutions that allow wireless and Internet service providers to stay connected with and grow their customers. Primal was subsequently acquired by Avery Communications, and then spun out as a separate public company (OTC BB:PSOL).

Mr. Nielsen was previously a founder and principal of Subscriber Computing, Inc. (SCI), which provided billing, prepaid and fraud control systems to the telecommunications industry worldwide. Its client base included such companies as Motorola, British Telecom, Ericsson, Cable & Wireless, Western Wireless and Hutchison Telecom. SCI was named one of the "Fast 50" by Deloitte in Orange County. He served as its President and CEO from 1988 to 1996, and Chairman until 1998. He successfully raised over \$20 million for the company, as well as acquiring a competitive software company in 1997. He grew the company from a small 6-person shop to one of the top 20 software companies in Orange County by 1995. Corsair Communications, Inc. (a NASDAQ company) acquired SCI in 1998.

In 1999, Mr. Nielsen reacquired the billing business of SCI from Corsair and made it a subsidiary of Primal.

Mr. Nielsen began his software career in 1983 when he joined Cellular Business Systems, Inc. (CBSI), a startup cellular billing service bureau in Chicago. In 1986, CBSI was acquired by Cincinnati Bell Information Systems, Inc. (CBIS), the largest billing service bureau in the U.S. cellular industry (now Convergys). While at CBIS, Mr. Nielsen was Industry Director of Mobile Communications and oversaw product management, marketing and strategic planning, including the billing for 70% of all North American cellular subscribers.

Prior to his software career, Mr. Nielsen was Contract Coordinator for the City of Chicago's Office of Cable Communications, responsible for negotiating the cable TV franchise agreements for the downtown and lakefront area of Chicago.

A native of Chicago, Mr. Nielsen received his Bachelor's degree from Northwestern University in 1980. He has served on the Executive Advisory Council of the International Engineering Consortium for many years as well as on the National Board of Directors of the AeA (formerly the American Electronics Association), and is the past Chairman of AeA's Orange County Council. He has lectured worldwide at trade shows, as well as various business and investor conferences. Mr. Nielsen holds two patents relating to real-time cellular switch interfaces.

Mr. Nielsen is also active in the investment community as a Tech Coast Angel (where he sits on the Executive Committee), a member of Ventana Capital's Executive Advisory Board, and a founding partner of Venture Farm where he sits on the Deal Review Committee. Mr. Nielsen is a member of the Forum for Corporate Directors (FCD). He resides in San Juan Capistrano, CA where he also serves as a City Councilman and Chairman of the Redevelopment Agency. Mr. Nielsen serves on the Executive Committee of the Opera Pacific board as well as the South Coast Medical Center Foundation board.