



THE HOWLEY MANAGEMENT GROUP

AVIATOR TEACHES COMPANIES TO FLY HIGH AND FAST

*“How do you accelerate your company into an Industry Leader?
By leveraging the experience of seasoned business veterans.”*

Peter A. Howley
The Howley Management Group

Prolific business leader, and five-time successful entrepreneur and best selling author, Peter A. Howley has advised and guided more than thirty companies in the past twenty years. His talent for piloting businesses and navigating markets successfully may well stem from his early years as an officer with the U.S. Air Force.

Founder of the Internationally focused California-based Howley Management Group; Howley has an impressive track record leading both start-up and later stage companies in a variety of industries ranging from technology to healthcare. The Philadelphia native earned his MBA at NYU and built an extensive business resume on the East Coast before being recruited West.

Howley loves a good disruptive business, when *disruptive* refers to those innovative companies that emerge from nowhere to suddenly change the rules for everybody else. He has years of insider experience breaking out of business models and setting new boundaries.

Fueled by a passion for keeping up with the latest innovation in technology, he believes that core business principles never change. “No matter how technology evolves, proven business processes and leadership concepts endure,” he says. “Superior technology and brilliant innovation, by themselves, rarely succeed. The most common factor separating phenomenal success from abject failure is the lack of leveraging successful experience to create a thriving business. Entrepreneurs can either bring someone like me on board to support their vision, or struggle alone with the complexities of simultaneously evolving technology, business models and customer expectations.”

As an advisor, active board member and management consultant, Howley draws on proven practices to help growth ready companies. Led by Howley, The Howley Management Group Team provides strategic insights, connections and resources tailored to each company to accelerate growth and dominate the marketplace.

In the ‘90’s, Howley worked closely with the founders of Exodus Communications (NASDAQ: EXDS), a global web hosting company that was a precursor to today’s Cloud Computing. Exodus held the NASDAQ record for consecutive quarters of

greater than 40 percent revenue growth. One of every three to four Internet crossing packets traversed the Exodus network at its peak.

“It’s tremendously gratifying for me to help companies like Exodus thrive and take off,” says Howley. “Building disruptive innovative upstart companies is tough work, but it’s also exciting—especially when it pays off! There are so many great stories to tell about battles won with innovation and leadership that can benefit others today.”

The Art and Science of Business

According to Howley, business is both a Science and an Art. The “Science” essentially involves decision-making based on cold facts, market analysis and customer surveys. It is critical for companies to continually do a reality check on their own business and industry when making strategic and tactical plans and decisions. “Executives and managers have to be careful,” he says, “not to fall into the old trap of believing their own hype. They need to verify and re-verify in the marketplace their beliefs and assumptions.”

The “Art” of business refers to the business culture, which drives customer satisfaction and retention. “Company culture is totally derived from leadership,” says Howley, “and the attitude or spirit a business owner creates within the organization. Great success is almost always dependent on great employees, and great employees respond to the support and tone set by leadership and sustained over time.”

A frequent guest speaker and often-quoted expert, Howley received a Golden Quill Award as well as the Editors Choice Award for his contribution to the Amazon best seller business anthology, “Trendsetters,” (*Trendsetters: The World’s Leading Experts Reveal Top Trends to Help You Achieve Greater Health, Wealth & Success*), regarding the stages of building a company. Howley details factors that contributed to the success of his companies, and applies them to the modern world of tech-smart consumers, instant mass communications, powerful social networking, and mobile communications. More recently, Howley was recruited to contribute to another Amazon bestseller, *The Secret to Winning Big*, which was an instant bestseller in five categories for which he received a second Golden Quill Award by the National Academy of Best Selling Authors. He is currently finalizing his forthcoming book, *The Good CEO*.

Add Value & Find New Revenue Streams

Howley has made a big impact on the creation of new revenue streams for his clients, including one mobile telecom equipment vendor in Vancouver, Canada. Many of their customers are institutional, including ambulances, where communications are part of life and death scenarios. The strongbox inside the ambulance is connected to all devices monitoring the patients and relays data to doctors on their way to the hospital, as well as monitoring vehicle status information.

“The Howley Management Team took a broad look at the company’s operations,” he recalls, “and met with the customer support representatives who were handling customer troubleshooting calls. Frequently the issue was unrelated to the company’s strongbox device. It was more often a problem with either the cellular company’s coverage or other vehicle and patient life support equipment. This left the support reps no choice but to leave these callers frustrated, having to solve the source of their problem themselves.” Howley immediately saw a powerful opportunity to address a major customer problem and frustration, while creating a new annuity revenue stream, by offering a ‘managed service,’ to handle and resolve these issues. “By adding new levels of annuity fees to cover the extra lengths the support reps had to go in order to help their customers, we created a very profitable ‘win, win’ situation.”

Experience Counts

Howley was part of the team that launched MCI’s initial service in New York City and Los Angeles. He later served as General Manager and VP at Citizens Utilities Company’s very high-growth Arizona Telephone Operations. The company has the distinction of increasing earnings every quarter for over fifty years.

Howley went on building high growth “disruptive” service and technology companies in the telecom, wireless, healthcare and cleantech sectors. He led his first venture-backed company from an early stage through successful IPO and acquisition into the pages of American business history as CEO of Centex Telemanagement (NASDAQ: CNTX).

The Wall Street Journal dubbed Centex the “darling of Wall Street.” *Equities Magazine* called it one of the fastest-growing, best-managed, most profitable companies in the country during both good and bad economic times. Centex also made Dr. Spechler’s list of *America’s Most Admired Companies*.

Notably, Howley seized on the new concept of an outsourced telemanagement business for small and medium sized companies, and molded Centex into the world’s leading telecommunications management company. It became a Harvard Business School case study, and has been used at many other prestigious business schools.

As co-Founder and initial CEO of IPWireless (launched in 1999), Howley helped develop the world’s leading cost effective wireless mobile broadband technology, and raised more than \$120 million in venture capital. His continued leadership as an active board advisor was instrumental in securing the company’s acquisition by NextWave (NASDAQ: WAVE) in 2007.