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**background summary**

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Broad experience in product management, marketing, business development, and technical sales in the high-technology sector, particularly in the business Internet service market. Successful recent experience in San Francisco politics, leading a victorious grassroots campaign for reform and participating in several other campaigns related to public transportation in San Francisco. Proven language ability, with extensive experience working in Japanese-speaking environments.

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**work experience**

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1/96-11/04: **AT&T Corporation**, San Francisco, CA.

7/97-11/04: **Product Manager, AT&T Business IP Services.**

- *Product Management:* Managed **AT&T VPN Tunneling Service**, a virtual private networking service for enterprise networks that uses Internet Protocol Security (IPSec) to securely connect remote workers, branch offices, and major sites of corporate networks over the Internet. Responsible for annual revenue and P&L of various parts of this service over two years; total 2004 revenue for the entire service line is projected at over \$100 million. Led a team of four Offer Managers handling all aspects of service planning including feature development, systems automation planning, forecasts, sales support, list pricing, discount escalations, and marketing via AT&T account teams and channel partners.
- Previously (1999-2002) managed **AT&T's Digital Subscriber Line (DSL)** Internet service and related features. Managed national roll-out of this service in 95 cities and documented market requirements for online ordering and customer care systems to handle growth, working closely with development teams for these features. Wrote market service description, technical plans, and feature introduction schedule for this service. Also (1998-99) managed a trial of IPSec virtual private networking for business customers, the precursor to the current AT&T VPN Tunneling Service.
- *Business Development:* Worked with AT&T partners and suppliers to select equipment and software to support AT&T's business IP services; developed channel partnerships to promote services to customers not served by direct sales.
- *Market Support:* Presented AT&T business IP services (mainly virtual private networking and broadband services) and related features to customers, sales and technical marketing teams, and other interested parties inside and outside AT&T. Conducted frequent national teletraining calls with hundreds of participants.
- *Marketing Communications:* Created documentation for AT&T's business IP services, including sales proposals, technical designs, FAQs, presentations, and internal and external web sites.

**2/97-7/97: Marketing Communications Specialist**

**1/96-2/97: Technical Sales Consultant**

- *Sales Support:* Developed proposals for corporate customers of AT&T's Internet access, web hosting, e-mail, and fax services. Presented to customers; assisted sales team and customers on technical issues surrounding these products.

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**community activities**

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Fall 2004: **Candidate for Supervisor**, San Francisco (District 5). Finished fifth of 22 candidates. Details at [www.sulli.info](http://www.sulli.info).

Since 1/97: **RESCUE MUNI**, A Transit Riders' Association for San Francisco. Details at [www.rescuemuni.org](http://www.rescuemuni.org).  
*Chair, Steering Committee.* Lead this 400-member organization's advocacy for San Francisco Municipal Railway riders.

- Co-led successful **1999 Proposition E** campaign to amend City Charter, reforming Muni's management structure and establishing strong accountability provisions. Led ballot initiative petition drive; at the same time, led the Muni Reform negotiating team in talks with Mayor's Office, members of the Board of Supervisors, and labor and management leaders. These negotiations resulted in the consensus proposition that passed almost 2-1 in November 1999.
- Served on **Expenditure Plan Advisory Committee** for San Francisco County Transportation Authority, which recommended the expenditure priorities for **2003 Proposition K**. This proposition, which extended the city's sales tax for transportation thirty years and included the new Expenditure Plan, passed 3-1 in November 2003.

- Designed and conducted nine **Muni Riders' Surveys** to assess the system's reliability, beginning in 1997. Compiled data from volunteers and announced results to city officials and the press.
- Frequently meet with City officials and Municipal Transportation Agency staff to recommend improvements.

Since 1/02: **Crowded Fire Theater Company**. Member, Board of Directors. See [www.crowdedfire.org](http://www.crowdedfire.org).

Serve on the Board of Directors of this innovative non-profit theater company; lead the board's annual fundraising campaign; assist in organizing events for fundraising and promotion of the company's work. Served as Board President 2002-2004. Led the company's successful effort to become certified as a 501(c)3 nonprofit corporation (with pro bono legal assistance).

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## previous work experience

4/95-12/95: **Translator (Japanese) / Marketing Consultant**. (Full time; self-employed.)

Translated business and technical documents (Japanese to English) for Mitsubishi Electronics' North American wireless telephony and multimedia business development center; translated slides and documentation (English to Japanese) for Cypress Semiconductor's annual sales and technical marketing conference; provided simultaneous verbal translation for Japanese attendees; developed Japanese and English technical documentation for Ethernet card maker ZNYX Corporation.

3/94-4/95: **Wireless Access, Inc.**, Santa Clara, CA. *International Sales and Marketing*.

Launched the AccessCard(tm) wireless receiver with key customers and introduced Wireless Access products and technologies worldwide. Qualified the card with customers' engineering and QA teams; tracked the development and release of custom software by a subcontractor; and prepared custom documentation. Developed international markets in Asia and Latin America. Assisted VP of Int'l Sales and Marketing in raising several million dollars of venture funding

11/93-2/94: **JMA Consultants, Inc.**, El Paso, TX and Memphis, TN. *Consultant*.

Worked with Japan's largest management consulting firm to identify opportunities for productivity improvement at two Japanese-owned manufacturing sites. Interviewed plant managers and workers, conducted work sampling and time studies, and assisted in communicating findings to plant management. Spoke, read and wrote Japanese daily.

Summer 1992: **Stanford/McKinsey Excellence In Electronics Project**, Stanford Japan Center, Kyoto, Japan. *Coordinator*.

Successfully launched this project in Japan to pinpoint the key factors for success in electronics manufacturing, R&D, and marketing worldwide. Interviewed representatives of leading Japanese electronics companies on the basis of a comprehensive survey of key business practices and strategies for the future; managed Japan project activities and budget.

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## education

1989-93: **Yale University**, Bachelor of Arts cum laude.

*majors*: Economics and East Asian Studies, with Distinction in both. Wrote Senior essay on worldwide implementation of total quality control (TQC) and its impact on company performance.

*additional subjects*: Seminars in corporate strategy and antitrust law; international trade policy; intensive Japanese (2 years); advanced French; intensive calculus-based physics.

1991-92: **Kyoto Center For Japanese Studies, Stanford Japan Center**. Foreign-study program in Kyoto, Japan.

*subjects studied*: Intensive Japanese language training (10 hrs. in class per week); Japanese history, economics, literature.

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## useful skills

*languages*: Fluent Japanese; conversational French; basic Spanish.

*public relations*: Eight years of experience handling media relations for Rescue Muni, including press conferences, interviews with editorial boards, sound bites, letters to the editor, radio and television talk shows, and op-ed pieces. Frequent media appearances during campaign for supervisor. Occasional interviews with trade press for AT&T.

*professional training*:

- Value Creation Through Strategic Financial Management, University of Michigan Business School, July 2001.
- Presenting Data and Information, Edward Tufte, December 2000.
- Network Security Administration, American Research Group, March 1998.
- Telecommunications Technology and Data Communications, AT&T School of Business, Summer 1996.
- Dale Carnegie Sales Course, Spring 1995.