

Testimony to the Senate Public Safety Committee

Chairman Espero, members of the Senate Committee on Public Safety, Ladies and Gentlemen in attendance. Thank-you for this opportunity to meet today. I'd also like to thank-you for your consideration of my confirmation to the Wireless Enhanced 911 Board of the State of Hawaii.

In response to the letter "Re: Nomination to the Wireless Enhanced 911 Board", I would like to submit the following answers.

- (a) Why do you wish to be a member of the Wireless Enhanced 911 Board?

I'm interested to improve my understanding of how government works and how to improve the interface between technology and policy. I also wish to bring my experience with E9-1-1 and Wireless telecommunications in service of the Wireless Enhanced 911 Board.

- (b) How do you perceive the roles and responsibilities of a member of the Wireless Enhanced 911 Board?

I believe Board members are expected to be Subject Matter Experts and to advise the Governor on issues before the Board. Members have an obligation to do so using all the skills and experience they possess.

- (c) Given your understanding of the roles and responsibilities of a member of the Wireless Enhanced 911 Board, why do you believe that you are qualified for the position?

My 30 years working in the technical areas of wireless telecoms and 5 years with direct involvement with Wireless Enhanced 911 service support my claim of Subject Matter Expertise. This experience is relevant and it is also current, having led Mobi PCS' effort to deploy Wireless Enhanced 911 in Hawaii throughout 2007. Mobi PCS was the first wireless carrier to offer Phase II E9-1-1 on Oahu, on the Big Island and on Kauai.

- (d) What do you hope to accomplish during your term of service

Board Chairman Russ Saito has set the Board's goal of expanding Wireless Enhanced 911 coverage to uncovered and underserved areas. I hope to contribute to his success in that effort.

- (e) Name three qualities that best describe you and that would make you stand out. How would these qualities benefit the Wireless Enhanced 911 Board?

In my role at Mobi PCS I often meet with non-technical people. Sometimes there can be a gulf in understanding between the technical folks and the non-technical folks that can result in misunderstandings and confusion. I've always tried to bridge this gulf by carefully communicating in a way that is appropriate for the audience, and by trying to validate that the message was received properly.

With technology evolving so quickly one must be a student for life to stay abreast of changing times. As I've worked around the world building cellular networks, I've seen how important it is

in other cultures to “do what you see others doing” and the more difficult “don’t do what you see others not-doing.” I hope I’ve had some success in this area, and that it will help me to be successful in Hawaii’s diverse cultural environment.

Frequently, I get to work with others who are more charismatic and who more naturally attract people. I have often found myself in critical support roles, advising and supporting charismatic leaders. It is my hope this history will apply to my tenure on the Wireless Enhanced 911 Board as well, quietly and humbly helping the Board behind the scenes.

- (f) Name one previous experience that would make you stand out. How would this benefit the Wireless Enhanced 911 Board?

On my first international assignment I presented a solution to a room full of German Engineers speaking English as their second (or third) language. I was asked one time to speak more slowly. But my nervousness caused me to talk faster and faster. After the presentation of 90 minutes or so, my boss told me that I had not slowed and had in fact spoken faster and faster. I realized that I had wasted the time for many in my audience.

I hope the experience allows me to better communicate and to eliminate some of the confusion that can arise from such technical topics.

- (g) Can you foresee any possible conflicts of interests that could arise during your service on the Wireless Enhanced 911 Board? How would you overcome any possible conflicts of interest?

Having worked so long in the industry I often encounter old friends, former colleagues and long past acquaintances in the course of my work. In such a situation it is possible that one could be accused of favoritism in some situations. This can be avoided by strict adherence to procedures intended to minimize such opportunities. I don’t expect it pose any difficulty in reality.

Thank-you again for this opportunity. It would be my pleasure to answer any other questions you might have.

Russell Lundberg

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Experience

4/07 – present

Director, Network
Engineering, Mobi
PCS, Honolulu

Responsibilities

Operate and extend the switched network and VAS including all switch translations, cell-site backhaul, PSTN interconnection, LD, Mobile data. Manage staff.

Contributions

Achieved network QOS and cost objectives, deployed content downloads over 1xRTT; supported network expansion to neighbor islands adding 70 BTS. Raised cost-containment as a corporate objective, identified and realized over \$50k continuing MRC savings, managed microwave overlay and EV-DO deployments, developed Least-Cost Routing application.

12/04 – 3/06

Director, Information
Technologies and
Advanced Systems,
Mobi PCS , Honolulu

Responsibilities

Build and operate the IT LAN/WAN infrastructure and all Value Added Services platforms for a CDMA cellular startup in Hawaii, including VMS, SMS, MMS, E9-1-1, OTA, IVR, PBX, PrePay, FTP server, Web server, Intranet, POS system; VPNs, firewall

Contributions

Achieved budget and schedule objectives for extremely cost-conscious business model; developed and deployed web-based project tracker and employee phone list applications., deployed inter-carrier MMS, VoIP PBX, out-sourced OTA, reduced Customer Care escalations by 95% with troubleshooting procedures,

2/04 – 11/04

Product Manager,
TechnoCom, Encinitas,
CA.

Responsibilities

Support development and sales of off-network product verifying accuracy of position determining equipment (PDE) for E9-1-1.

Contributions

Instituted program management, wrote sales and marketing copy, process automation.

1/02 – 1/05

Founder, Siam WiFi,
Thailand

Responsibilities

Founded Thai company building commercial WiFi hotspots and consulting to Wireless Service Providers in Bangkok, Thailand

Contributions

Built commercial WiFi network; partnered with local ISP, developed software OSS.

6/96 – 4/02

Various positions
for software vendors
in Asia Pacific

Responsibilities

Implement strategy for penetrating the wireless markets in Asia Pacific for OSS.

Contributions

Built regional offices in Singapore; addressed sales goals for Asia; hired and trained Telecoms staff and defined roles and corporate processes; wrote ASP business plan.

12/89 - 5/96

Consultant,
AirTouch
International

Responsibilities

Build/Operate/Transfer Network Management in GSM start-ups Europe an Asia

Contributions

Successfully achieved network build-out objectives in 6 countries on 2 continents.

Education

BS Physics, California State University, Long Beach, 1991.

Other

Ran 2007 Run to the Sun ultra-marathon on Maui.

References for Russell Lundberg

Chuck Sted, CEO
Hawaii Pacific Health and its affiliates :
Kapiolani Medical Center for Women and Children and Kapiolani Medical Specialists
Straub Clinic & Hospital
Kapiolani Medical Center at Pali Momi
Wilcox Memorial Hospital and Kauai Medical Clinic

Ed Kurzenski
VP & Chief Technical Officer



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To whom it may concern

Subject Line: letter of reference for Russell Lundberg

My name is Ed Kurzenski. I'm the Vice President of Engineering and Chief Technology Officer for Mobi PCS here in Honolulu.

I've known Russell Lundberg for almost 30 years. We've worked together in the telecommunications industry for local telephone companies, for wireless service providers and for the vendors that serve those companies. Throughout our association Russell has displayed a passion for making technology accessible and understandable to people from outside the field.

His career has taken him all over the world, and he has worked and lived in dozens of countries in Asia, Europe and North America. He throws himself completely into these assignments, immersing himself in the cultures he visits and becoming as familiar with them as is possible for an outsider. While working in Europe he studied German, French and Spanish. I remember him telling me how rewarding it was to be bring telephone service to countries where waiting 6 months or more for a new phone line had been the norm.

While working together here in Hawaii Russell has continued this passion for his work and this culture. He is an avid outdoorsman, participating in water sports and running Oahu's many trails. Last March he ran the Run to the Sun race from Kahului beach to Haleakala summit.

I believe Russell will bring this same energy to the Wireless Enhanced 911 Board. I recommend him for this position with much enthusiasm.

Sincerely
Ed Kurzenski



Ed Kurzenski
VP & Chief Technical Officer

mobi
PCS

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