

“Successful value propositions always begin with a customer need. They translate customer need into bottom line financial performance and couple it with the priorities of the people who make the buy decision.”



## FREDERICK J. HONOLD

Fred Honold has demonstrated his business abilities in the high technology, service and industrial sectors during the course of his career. From entrepreneurial to global corporations, he has mastered and applied the business-driven sales initiative. A distinctive feature of Mr. Honold's background is his experience on both the “buy side” and the “sell side” of the business proposition.

Early in his career as a Bell System national account executive, he successfully delivered dozens of proposals to decision-makers at varying levels of high-technology corporations. As a member of AT&T's Corporate Strategy & Development organization, Mr. Honold led a team that developed the enterprise strategy for the Chairman, ranging from acquisitions to development of new businesses. At AT&T Smart Card Systems and Solutions, where he served as CEO and General Manager of an emerging technology business unit and held full P&L responsibility, Mr. Honold was responsible for evaluating and making the buy decision for numerous business value propositions.

Mr. Honold attributes his success in building this global business with customers on all continents to creating a committed team that focused on the business issues of their clients, and in turn, the client's customers. These teams were able to position their products and services to impact the customer's bottom line performance, a strategy which consistently brought them a competitive edge in their marketplace. These marketplaces have included, but are not limited to, Financial Services, Healthcare, Manufacturing, Retail and the Public Sector.

These same capabilities were brought to bear when Mr. Honold assumed CIO responsibility for AT&T Solutions. In a crisis situation, he transformed a failing technology infrastructure that was business impacting into a fully functional system considered best in class within AT&T and was subsequently showcased with customers.

### INDUSTRY EXPERTISE

Technology, Service Provider, Finance, Healthcare

### CORPORATE BACKGROUND

CIO, AT&T Solutions; CEO and General Manager, AT&T Smart Cards Systems & Solutions; Corporate Strategy and Development, AT&T; National Account Executive, Bell System

### EDUCATION

MBA, Seton Hall University; BA/History, Bowdoin College

### LANGUAGES

English

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