

“Moving into the 21st Century, understanding global channels will give sales professionals an incredible edge.”



## SCOTT H. KARREN

A recognized expert in business development and operations, Mr. Karren has managed groundbreaking projects that have launched scores of channels, products, divisions and companies.

As CEO of Chinawave Broadcom, an international telecommunications provider, Mr. Karren oversaw creation of a wireless broadband network in China as a joint venture with a Chinese firm. His responsibilities included negotiations, budgeting, investment and acquisitions.

Mr. Karren also served as President of The Launch Group, a marketing-communications agency focused on product launches. During his tenure he handled operations and business development.

As President of MSI Consulting Group, which under his leadership grew into the leading channel consulting firm in the United States, Mr. Karren was responsible for financial operations related to the company's IT group – a sophisticated and integral component of MSI's business.

Fluent in Mandarin, he has been directly involved in launch issues for companies in Asia as well as the United States and Europe.

Mr. Karren has written for numerous channel and industry publications and spoken at Comdex and other industry events. He has written channel-marketing publications on the VAR/Systems Integrator channel, the Distributor channel, the ISV Channel, the ISP/SP channel and the Retail channel.

### INDUSTRY EXPERTISE

Channels, Telecommunications, Service Provider

### CORPORATE BACKGROUND

CEO, Chinawave Broadcom; President, MSI Consulting Group; President, The Launch Group

### EDUCATION

MBA, University of Chicago Graduate School of Business; BA/Mandarin Chinese, Brigham Young University

### LANGUAGES

English; Mandarin

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