

NEW AT THE TOP

Gregg Smith

Position: Chief executive of Acuity Mobile, a Greenbelt-based provider of targeted wireless marketing technologies.

Career Highlights: Senior vice president, enterprise, TeleCommunication Systems; president, enterprise mobility solutions, Aether Systems; senior vice president, corporate business development, Aether Systems; corporate vice president, enterprise solutions,



Aether Systems; vice president, business affairs and integration services, Aether Systems; president and chief operating officer, Karch International; vice president, business development and marketing, Nurad Technologies; senior accounts manager and product manager, Kaiser Aluminum; sales and marketing manager, Washington Aluminum; sales manager, eastern region, Kaiser Aluminum; branch sales manager, Kaiser Aluminum; sales representative, Kaiser Aluminum; and marketing specialist and sales coordinator, Alban Lift Truck.

Age: 45

Education: BA, human development, St. Mary's College of Maryland; Some MBA graduate course work, Johns Hopkins University.

Personal: Lives in Columbia. Divorced and has a daughter, Kelsey, 17.

How did you get to where you are?

I spent the initial portion, eight or nine years in the primary metals

industry. And at a very young age I had the opportunity to have significant experience calling on very large and strategic enterprise accounts. I also had a tremendous amount of executive exposure. Working for very large companies was a great training ground to get into a small entrepreneurial environment. I wanted to migrate from some very traditional manufacturing organizations into technology in an effort to broaden my skill set but also to get into an area where I saw significant growth. I had the opportunity to get turnaround experience at Nurad Technologies, taking military technology and commercializing it. I learned a lot about the broadband wireless world as Nurad became the number one player in the broadband equipment manufacturing arena. Nurad was also where I got my first exposure into mergers, acquisitions and divestitures. And I had a lot of opportunity to do that during my tenure there.

My first foray into leading software organizations was Karch International, and my first mentor in that world was Bob Karch. Bob was a dynamic leader with great vision and an entrepreneurial spirit that was second to none. And that's where I got the entrepreneurial bug, working for Bob. I had the opportunity to lead the organization, which was capital-restrained, make it profitable and have a successful exit. Both Nurad and Karch were great experiences of managing cash flow, learning financials and running the day-to-day operations of the business. Joining Aether allowed me to work under Dave Oros and George Davis, chairman and vice chairman. The experience at Aether was the most amazing period of my career to date, as

we were buying companies at a frantic rate and attempting to integrate them into the corporate structure. We had the opportunity to work with start-ups and Microsoft's Steve Ballmer, Jonathan Schwartz at Sun Microsystems and many other leaders in the technology world. We grew, we truly were the leaders in wireless data, setting the standard for what exists today in the wireless world.

While things were great through 2001, the bubble burst, and we had to do a tremendous amount of restructuring over the next two years, which led to the eventual sale of my business to TeleCommunication Systems. In joining TeleCommunication Systems, yet again, I had an opportunity to work under another great wireless visionary, Maurice Tose, and learned both discipline and structure from Dick Young, the company's chief operating officer and executive vice president. I've taken the past mentors — Bob Karch to Dave Oros and Maurice Tose — and taken pieces of all their backgrounds, their strengths and have tried to incorporate that into who I am today. You need to have leadership. You need to be an excellent manager and be financially astute. Keep an eye on the ball and have an intuition to smell a business opportunity, which can lead to significant growth in your business. What I am doing today at Acuity is taking the pieces from Nurad, Aether and TeleCommunication Systems and incorporating that into our organization, our vision and our culture. I am really focused on growing the organization and making sure our customers, shareholders and employees are all extremely satisfied with our products and services.

— Judith Mbuya