



Mark Collins

Telecommunications Professional

Mark is a highly experienced executive with an established record of entrepreneurial success as a company founder, board director and commercial manager with a comprehensive technical background in digital electronics, semiconductors and communications. He has had direct involvement in the flotation of TTP Communications, refinancing of subsidiary ip.access, investor relations and the ultimate sale of the group company to Motorola.

Throughout he has driven the commercial business model, demonstrated aggressive growth and profitability and has been personally responsible for selling, negotiating and closing many of the company's major business ventures. He has broad skills in business, commercial, operational and strategic management, complemented by a sound technical understanding.

Mark is now a founder director with Cognovo Limited (www.cognovo.com), an exciting new business setting out to reshape the cellular supply chain through Software Defined Radio.

Highlights

- Six years experience as a FTSE listed plc director; Personal involvement in the IPO of TTP Communications;
- Founder member of the company, driving growth from 4 people in 1987 to 650 in 2005 with value of \$1bn; consistent growth of revenue and profit for 8 years or more;
- Led the company's business development in Japan with extensive sales experience in Asia, Europe and the United States;
- Overall commercial responsibility including negotiation and closing of most major contracts throughout the world. Clients include; Intel, Motorola, Texas Instruments, IBM, Analog Devices, AMD, Siemens, ST Microelectronics, Sony Ericsson, Hitachi, Toshiba, Sharp, Kyocera, Samsung and LGE;
- Responsible for the company's legal and commercial function heading up teams of lawyers and commercial staff;
- Involvement in investor relations and the re-financing of subsidiary ip.access;
- Sale of the company to Motorola.

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Curriculum Vitae

Cognovo Limited (2009 -)

Founded early in 2009 with my TTPCom colleagues; Tony Milbourn, Richard Fry and Gordon Aspin Cognovo is setting out to create a complete revision of the design philosophy for cellular baseband devices utilising Software Defined Radio. Through the provision of a software multimode framework competitive baseband solutions can be created quickly reusing all existing legacy technologies.

Camitri Technologies (2008 - 2009)

Camitri Technologies set out to license the intellectual property originating in universities and other research institutes. The company was backed by Imprimatur Capital, but due to the global recession ultimately failed to raise further finance to complete its business plan.

Motorola Cambridge (2006 – 2007)

Having played a major part in the sale of the company to Motorola Inc, I provided extensive support to the integration within Motorola and subsequently took up an operational role in the Mobile Devices Business. Managed business operations for a wide range of developments taking place at Cambridge. Responsible for programme management, development process, operational information and management and quality.

I also contributed to Motorola's activities in licensing intellectual property such as silicon designs and software for current and future generations of mobile telephony. The majority of my work involved resolving a variety of legacy client issues.

TTP Communications (1998 - 2006)

I was a founding member of TTP Communications (TTPCom), which was formed from the Computers and Communications group of TTP and established as a wholly owned subsidiary of TTP in 1998. TTP Communications plc, which was floated on the London Stock Exchange in October 2000, constituted two main subsidiaries; TTPCom Ltd and ip.access. ip.access was a product manufacturing company specialising in nano-basestation technology and TTPCom was an IP licensing business providing silicon and software technology for mobile telephony, working with semiconductor and handset manufacturers throughout the world.

In July of 2006 TTPCom was acquired by Motorola Inc.

Commercial Director (2000 – 2006), Commercial and Finance Director (1998 – 2000)

- Group and TTPCom board member;
- Overall responsibility for the group's commercial, legal and contractual undertakings;
- Intellectual property management and licensing;
- Personally negotiated major deals and contracts, with companies including Intel, Motorola, Analog Devices, AMD, Silicon Labs, Skyworks, IBM, Texas Instruments, Hitachi, Renesas, Panasonic, Samsung, Sharp, NEC and Siemens;
- Overall responsibility for commercial litigation and all other legal matters;
- Development of business models, plans and strategies;

- Played a major role in the floatation of the company on the LSE, including participating in the roadshow;
- Established and pioneered business development and sales in Japan;
- Extensive client management;
- Prior to float acted as Finance Director;
- A lead player in the sale of TTPCom to Motorola;
- Prior to the acquisition by Motorola, a director of ip.access limited and involvement in their VC re-financing.

The Technology Partnership (1987 – 1998)

26 senior managers, including myself, founded the Technology Partnership (TTP) at the end of 1987. TTP was a consultancy and contract development organisation, largely funded by the staff with some VC support. I was one of 5 people who set up the Computers and Communications business group specialising in mobile cellular communications.

Throughout I had extensive business development and selling experience, especially in Japan, visiting there regularly.

Group Manager/Head of GSM Development

- Created our business in silicon engineering;
- Development of silicon engineering technology and products;
- Management of silicon licensing business;
- Management of the GSM development programme;
- General business development;
- Developed baseband technology for GSM;
- Built first commercial relationships with Analog Devices;
- Established key customer relationships in GSM and ICO;
- Supported original PCS licence bids.

PA Technology (1984 – 1987)

PA Technology was a contract R&D consultancy. I joined the Electronics Division.

Silicon Engineering Group Manager

- Established the Silicon Engineering group specialising in ASIC design;
- Ran the Drawing Office facility;
- Managed business development, sales and operating;
- Initiated product and business strategies;
- Projects included one of the first IBM PC clones.

Signal Processing Group Manager

- Took over the running of the technical group;
- Responsible for business development;
- Specialising in speech recognition and text to speech technology.

Senior Consultant

- Joined the Signal Processing Group;
- Developed speech recognition technology;
- Managed major client relationship.

Sony Broadcast Ltd (1980 – 1984)

Advanced Development Senior Engineer

Team responsible for professional digital television equipment research and development

- Designed error correction subsystems;
- Project led the development of an advanced TV standards converter;
- Led major presentation to senior staff Sony Japan, including Akio Morita;
- Presentations of work at television symposiums at Brighton and Montreux.

Atomic Weapons Research Establishment, Aldermaston (1973 – 1980)

Principal and Technology Officer II (PTO II) (1978 – 1980)

Worked on general digital electronics design projects.

Student Engineer (1973 – 1978)

- 5 year student apprenticeship and training integrated with university degree course;
- Apprentice workshop and wiring;
- Experience of numerous on-site activities including, plastics, drawing office, design, power generation, etc;
- Final project to complete 5 year course.

Professional Qualifications

MIEE, CEng

Education

Southampton University (1974 – 1977)

BSc Electronic Engineering, (first)

Ecclesbourne Grammar School, Derbyshire (1966 – 1973)

1973 - 4 A Levels (Maths(A), Further Maths(A), Physics(A), Computer Science(B)), 1 S Level (Further Maths(2))

1970/1 - 8 O Levels

Other Relevant Activities

I have been a pension trustee for more than 10 years and am now the chairman of the TTP Communications plc pension fund, which is being wound up following the Motorola acquisition. I have also been a primary school governor since 1992.

Personal Details

Married with two sons.

Living in the Cambridge, UK area

Born: 1955, London

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