

Leo A. Wrobel's talent for parlaying changes in technology, law, regulation, and market demand into strategic business advantage has earned him broad acceptance and widespread acclaim.

History of Innovation, Achievements and Success

- ◆ Mr. Wrobel has been a Disaster Recovery *and* Telecom Collocation pioneer since 1986. At age 30 he secured financing and built the first Computer Disaster Recovery Center in the U.S. collocated inside a telephone central office. Once completed, he signed up customers including financial service and manufacturing companies as well as state government agencies.
- ◆ In 1994, Mr. Wrobel brokered a Master Services Agreement between senior executives of a \$14 Billion manufacturing giant and two of the largest local telecom firms in the U.S., creating the largest network ever installed up to that time. His effort included registration as a lobbyist and prompt regulatory approval from three otherwise recalcitrant Texas Public Utility Commissioners.
- ◆ The following year he leveraged a 1995 Texas telecom law on behalf of a \$17 billion financial services company. His client was in fact the first user to receive “unbundled” network pricing from Southwestern Bell, *the year before* the 1996 Federal Telecom Act was signed into law.
- ◆ Mr. Wrobel leveraged changes in federal telecom law to turn an initial \$125,000 investment into an \$8 million, 50-state telecommunications company in less than three years. As a hands-on CEO, Mr. Wrobel *personally* signed up major accounts including American Airlines, Southern Methodist University, USAA, Vartec Telecom and more, while managing a staff of up to 45.
- ◆ Mr. Wrobel recruited a preeminent Board of Directors including a former Air Force General, the original founder of Qwest, the former Director of the United States Mint, former AT&T and Fidelity executives, and the former Chief of Staff to the Chairman, Texas Public Utility Commission.
- ◆ Wrobel shepherded his previous employer through hostile action by a large competitor, including coordination of numerous law firms. His legal and regulatory strategy collected his firm millions in additional revenue, and formed the foundation for TelLAWCom Labs Inc., as described below.
- ◆ Mr. Wrobel is extensively published and recognized worldwide, including speaking engagements, seminars, and television appearances. His [12 books](#) and over 600 [trade articles](#) are testament to his writing ability, having withstood the scrutiny of thousands of technologists and executives worldwide. Run a “Google” or “Amazon” search on Leo A. Wrobel and see for yourself.

Present Day Endeavors

Since 2004, Mr. Wrobel has been in private practice as Managing Partner / CEO of two Dallas-based professional service firms, as well as President of a Milwaukee-based not-for-profit company.

- ◆ [b4Ci Inc.](#) specializes in Business Resumption and Disaster Recovery planning.¹ For example, Mr. Wrobel recently completed a Business Resumption Plan for a \$20 billion firm specializing in airport security equipment, passing scrutiny of the Department of Homeland Security. In addition, Mr. Wrobel completed two books including “*Business Resumption Planning*” © 2008 Taylor and Francis and “*Disaster Recovery Planning for Communications and Critical Infrastructure*” © 2009 Artech House. Wrobel serves as Executive Outreach Consultant for the [Pacific Disaster Center](#), a contributor to his [latest book](#).

¹ Since 1986, Mr. Wrobel's Disaster Recovery clients have included American Airlines, Ameritech, American Cyanamid, AT&T, Bell Labs, Bank of California, Bell South, Con Edison, City of Dallas, City of Tulsa, Department of Defense, EDS, Ericsson, Exxon, Federal Energy Regulatory Commission, General Electric, GTE, Federal Bureau of Labor and Statistics, MCI, Northrup, Occidental, PG&E, Pacific Health Care, Qwest, Reliance Electric, Southern Bell, SMU, Southwestern Bell, State of Hawaii, Tel Aviv Stock Exchange, Tellabs, Texas Instruments, United Health Care, USAA, U.S. Army, Navy and Air Force, Weyerhaeuser and many others.

- ◆ [TeLLAWCom Labs Inc.](#) specializes in revenue recovery and dispute resolution for phone companies. Based on his personal experience as CEO of a 50-state phone company, Mr. Wrobel founded this firm in 2004 (quite honestly) as a poke-in-the-eye to telecom companies who engage in unscrupulous practices. Today TLC-L boasts over 40 clients, and has collected tens of millions of dollars from large telecom companies who often employ “Rambo litigation” any against would-be financial claims. Under Wrobel's stewardship, TLC-L has filed over 30 federal and state utility commission complaints for its clients. Where prohibited by law to file (Wrobel is a non-lawyer) Wrobel has retained and coordinated over a dozen law firms in client disputes ranging from \$30,000 to over \$200 million. TLC-L conducts audits, verifies call detail records (CDR) exchanged between carriers and helps its clients monitor contractual compliance. TLC-L also employs data forensics and sophisticated SS7 call detail record verification which often produce evidence which is virtually irrefutable in court, resulting in faster claims resolution for its clients.
- ◆ [NaSPA](#) is a 24 year not-for-profit organization chartered to promote the advancement of all network and systems professionals, improve educational standards, and assist in the continuing development of ethical standards for practitioners in the industry. As President, Mr. Wrobel has been instrumental as a turn-around specialist in reviving NaSPA and its membership given the present economic uncertainties facing the industry. Wrobel also chairs the NaSPA Board.

Prior Career Highlights

- ◆ **1997-2004 President and CEO, Premiere Network Services Inc.** As CEO, Mr. Wrobel directed day-to-day operations including the hiring a staff of 45, recruiting a Board, business development and sales. He was eventually elected Chairman when the original Chairman retired. (See previous page, top)
- ◆ **1986-1997 Premiere Network Services Inc.** Prior to building the phone company in 1997, Mr. Wrobel was a management consultant (Disaster Recovery, Regulatory Affairs, technology) and an instructor for Data Tech Institute and Business Communications Review. (Disaster Recovery, Emerging Broadband, T1 /T3 / SONET) He began publishing and his NaSPA affiliation during this time and lectured worldwide.
- ◆ **1984 to 1986 Lomas and Nettleton** Second Vice President and Director, Network Engineering for what was the largest mortgage company in the world. In that capacity Mr. Wrobel installed the first microwave "bypass" shot in the U.S. for a financial services company and negotiated the first agreement in Dallas Texas to run voice and data services over the local cable television provider. Managed staff of up to 20.
- ◆ **Mayor of the [City of Ovilla Texas](#)** (1986-1997) and City Councilman. Involved in developing the first 5-Year Comprehensive Plan, implemented EMS (extended metro service) in Ovilla, negotiated franchise agreements with Telephone, Electric, Cable. Computerized admin and water departments, installed first full-time Police Force, negotiated wholesale water contracts. P&L responsibility for Police, Fire, Public Works, Water and Administrative budgets. Oversaw City Commissions including Planning and Zoning, Board of Adjustments, Historical Commission. Acted with Council in appointment of municipal judges.
- ◆ **1979-1984 AT&T**
- ◆ **1975-1979 U.S. Air Force**

Education



- 1985 Amber University, Garland Texas, Attended MBA Program
 - 1984 University of Texas at Dallas, B.G.S. Business and Public Policy
 - 1978 Los Angeles City College, A.A. Electronic Systems Technology
 - 1977 Los Angeles City College, A.A. Telecommunications Systems Technology
- Other education (attended and taught) too numerous to list.

References Available Upon Request

Visit [Leo A. Wrobel's Public LinkedIn Page](#)