

# Derek T. Newbern, MBA, PMP

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## Chief Revenue Officer

Two-time Global Sales Leader of the Year (Spirent 2024, Nokia 2018) with a track record of building and scaling multi-hundred-million-dollar revenue organizations in carrier and network technology. Expertise spans GTM architecture, commercial model transformation, P&L ownership to \$260M, and CxO-level relationships with the world's largest wireless carriers. Known for driving double- and triple-digit revenue growth through collaborative customer partnerships and value-based selling in complex carrier and enterprise markets. Started in carrier network operations before moving to the commercial side, bringing operator-level credibility to CxO relationships.

Highlights include:

- Grew Spirent business from average of \$15M/year to \$35M/year by transforming GTM strategy
- Scaled Nokia Software/Core & Services from \$10M – \$100M+ annually, with a peak year at \$260M.
- First VP-level Customer Team Head on the executive team that grew the T-Mobile account from \$100M – \$4B.

**Core Competencies:** Enterprise Sales · P&L Management · GTM Architecture · Revenue Growth · CxO Relationships · 5G/Telecom · SaaS & Software Sales · Global Team Leadership · Commercial Model Transformation · Competitive Displacement · Solution Selling · Forecast & Pipeline Management

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## Employment History

### SPIRENT, now part of KEYSIGHT

Boise, ID: 2019-2026

Vice President, Client Partner Executive – T-Mobile US (formerly Sprint + US Cellular)

Managed \$35M+ in P&L (peak year \$48M) for Spirent's T-Mobile and US Cellular accounts. Redesigned GTM strategy and commercial model, transforming the account from a transactional testing vendor to a strategic revenue growth partner.

Led dedicated and shared teams across end-to-end Active Service Assurance, Automation, Application Security, UE Validation, and Services. Earned 2024 Spirent Global Sales Leader of the Year.

- Grew average annual revenue from \$15M to \$35M (peak \$48M) by displacing competitors and restructuring commercial engagement model from transactional to strategic.
- Strategic partner for SLA assurance solution that improved network performance and added tens of millions in customer value.
- Secured strategic partner role for live network service assurance at the 2025 PGA Championships and Las Vegas Grand Prix.

### NOKIA NETWORKS

Bellevue, WA: 2007-2019

Nokia Software Sales Leader, Customer Team Head (VP level) – T-Mobile US

Grew Nokia's T-Mobile software P&L 26x, from \$10M to a peak of \$260M, leading a 50+ member team across strategy, sales, services, and delivery of Nokia Software solutions including Cloud, Security, Monetization, Network Management, SON, Analytics, and Subscriber Data Management. Drove full revenue lifecycle from pipeline to revenue recognition. Held CxO-level relationships and accountability for delivery, retention, and revenue target attainment. Member of Nokia's annual high-potential global leadership group.

- Led bookings through revenue recognition in new business "wins" in "UnCarrier" solutions, Nokia Security, CloudBand Software, 5G Core VNFs, Network Management, and Services.
- Recognized as Nokia's 2018 Top Global Software Sales Leader across a worldwide sales organization.

### DOBSON COMMUNICATIONS CORPORATION

Oklahoma City, OK: 1998-2007

Director of Network Operations (TX, OK, KS, MO, AZ)

Reported to CTO and led 57 employees across five states with \$24M CAPEX and \$80M OPEX responsibility. Ensured regional technicians maintained Dobson's network to high reliability, stability and system integrity 24/7/365.

Restructured team into cross-functional units, implemented 360-degree feedback, and drove accountability across all levels.

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## Education & Achievements

**MBA** Tarleton State University | Stephenville, Texas | 4.0 GPA

**BS** Tarleton State University | Stephenville, Texas | Distinguished student

**Other** Kellogg AI certificate (2025); PMI Certified Project Management Professional (Current)

**Awards:** Top Global Sales Leader & "President's Club" (2024); "High Potential" (2018-19); Top Global Software Sales Leader (2018); "President's Club" & "Deal of the Month" (2017); "High Potential" (2012-16); "Hall of Fame" (2011); "Gold Award" (2010); "Best Blocker" (2006); "Bright Idea" (2005); "Marconi" (2004)