

**C. Keith Campbell — Vice President & Treasurer,  
Rosetta–Wireless Corporation**

Keith Campbell has more than 30 years experience in sales, marketing and management in diverse industries. Mr. Campbell holds degrees in marketing and finance from St. Louis University.

Keith was responsible for repositioning U. S. Polymers as a provider of high quality raw materials for high performance aircraft and marine coatings. Sales increased by 45% and profits more than doubled in 2 years.

Mr. Campbell was affiliated with Gulf+Western Industries in a variety of sales and marketing positions. He was responsible for creating the company's largest and fastest growing territory. He created agent networks to service 2<sup>nd</sup> tier accounts and maintain emergency inventory stocks. This distribution change allowed him to focus efforts on larger accounts, where he developed the companies 3 largest customers. Yearly sales increases topped 25% during his tenure.



Keith joined Alcan Aluminium where he held a variety senior sales, marketing, and management roles. He authored the justification for 3 plant expansion projects and served as a key member on the engineering review and design team and the project management team. Domestic sales increased by over 300% and exports by 600%. Mr. Campbell's innovation was responsible for the development and commercialization of two new product lines and a research initiative with key NASA and DOD suppliers, which increased launch vehicle payload capacity. He was also a key member of the team that created Alcan's mini-multi-national concept, which allowed his division to coordinate and expand their worldwide marketing, research, and manufacturing capabilities.

After Alcan, Mr. Campbell initiated a retained search practice covering the chemicals, coating and printing inks industries for James, Layton International (JLI). He was responsible for new client development and placement of individual contributors through senior executives. He successfully built a practice from the ground up and was successful in branching into the wireless industry as it experienced explosive growth in the mid '90's.

Before joining Rosetta-Wireless, Keith held several key Sales, Marketing and Business Development positions with Double-Time Corporation. He was responsible for defining, creating, and staffing the sales and marketing groups, as well as personally developing Double-Time's largest customer. Mr. Campbell left Double-Time to co-found it's spin off, Rosetta–Wireless Corporation.

Keith serves as Grants Manager for the ATP Project.

At all positions, Mr. Campbell has been considered an innovator as he pushed the adoption of technology that allowed more time to be spent furthering his company's growth. Keith is knowledgeable and astute on the trends in the wireless marketplace, and understands relationships and the business development process.