

BIOGRAPHY - PAUL J. MYER

Paul J. Myer is Executive in Residence at the Maine Business School, presenting courses in marketing, sales, management and international business at the University of Maine campus in Orono.

He consults with a broad range of businesses on strategic marketing and international business issues and provides volunteer assistance to community organizations. Among his current activities is supporting the Penobscot River Educational Project (PREP) that is a collaborative effort of nine school districts and the University that is finding ways to achieve cost-savings through the more efficient purchase and delivery of a variety of services.

Prior to coming to the University of Maine, Paul worked in both the public and private sectors. He has lived and worked in the United States, Europe, China and Japan and visited 26 different countries for special assignments, speeches and business presentations.

Paul has served as a senior marketing executive with Avaya Inc. Avaya, headquartered in Basking Ridge, N.J., is a leading global provider of voice and data networks as well as communications solutions and services for enterprises, government agencies and other institutions -- including more than 90 percent of the FORTUNE 500 ®.

Myer led the team which established the naming, branding and other marketing elements to launch Avaya as an independent public company from Lucent Technologies. He served as acting Chief Marketing Officer during that period. After the launch Myer was responsible for the management of Avaya's global marketing communications functions, including support for the corporation's direct selling organization and an extensive business partner distribution and selling network.

He also developed Avaya's FIFA World Cup™ sponsorship. Myer initiated and secured the partnership rights for Avaya to the 2002 Japan/Korea and 2006 Germany FIFA World Cup™ Men's events as well as the 2003 Women's event in China. Myer relocated in Tokyo for 2002 and was accountable for all technical and marketing elements of the project which designed, built and operated the converged voice and data network for the world's largest sporting event.

Prior to joining Avaya, Paul served as Vice President of the Optical Networking Group of Lucent Technologies. Based in Germany, he provided leadership and support for the development and execution of Centers of Excellence projects located in Europe and China. The projects integrated core competencies in technical marketing, customer support, service and training, product development and manufacturing, and Bell Labs research. At Lucent, he also served as Vice President for Executive Marketing Programs in the Global Service Providers business unit.

While an officer and executive of NORTEL, he served as Vice President for Integrated Marketing Communications where he led the development and management of a U.S. subsidiary-wide communications organization designed to maximize resources and impact in the telecommunications market. Paul was also Vice President, Public Affairs, responsible for U.S.

public affairs and government policy activities, including operation of the corporation's Washington Office, international trade policy and government-related marketing.

As Vice President, Government Relations of **Capital Cities/ABC**, Myer directed the government affairs activities on all federal legislative and regulatory matters affecting the diversified media interests of the corporation.

Before joining the corporate world, Paul served as Associate Director of the **White House** Domestic Council in the Ford administration. Myer's area of responsibility was re-enactment of the General Revenue Sharing Act. General Revenue Sharing was enacted in October 1972 and made available over 30 billion dollars to the 50 states and over 38,000 communities. It was due to expire on December 31, 1976 and faced significant Congressional opposition in the post-Watergate era. Myer's function was to coordinate Administration efforts, including legislative liaison and working with state and local governments and interest groups, to secure renewal and revision of General Revenue Sharing. After seven months of intense lobbying activity, Congress passed H.R. 13367 and President Ford signed the bill into law on October 13, 1976 (Public Law 94-488).

Myer previously held other government and political positions including service as Executive Assistant for a member of the New York City Congressional delegation.

His other experiences include heading **Symphony Communications**, a specialized consulting practice that provided strategic business communications and public affairs counsel to corporations and other organizations; representation of **AFSCME**, a major AFL-CIO labor organization; and extensive political and community affairs experience working for various individuals and national institutions as well as local organizations in Washington, DC and Nashville, Tennessee areas.

Active in many business organizations, he has served on the President's Committee for the Employment of the Handicapped, Board of Directors of the Telecommunications Industry Association (TIA), the Board of Governors of the Electronics Industry Association (EIA), and the Executive Committee of the Computer and Communications Industry Association (CCIA) and was a member of the Business-Government Relations Council. He also served on the board of the American Junior Golf Association (AJGA). Myer was the founder and chairman of the Youth Citizenship Fund and the Youth Franchise Coalition – organizations credited with helping to secure the right to vote for 18 year olds.

In Maine was a member of the Greater Portland Regional Chamber of Commerce, the Maine International Trade Association, and the Maine Public Relations Council as well as serving on the Industry Advisory Board of the Loeb-Sullivan Business School of the Maine Maritime Academy and the Advisory Board of the Pineland Farms YMCA. He is a professional and educator member of the American Marketing Association.

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