



800response Partner Bios

Dr. Mitchell Knisbacher, Founder

Mitchell Knisbacher's experience in telecommunications includes management of all facets of the long distance business. He was the founder and CEO of Long Distance North, a regional reseller that operated in northern New England until its sale in 1991 to Frontier Communications (formerly Rochester Telephone Company). Dr. Knisbacher has served as a consultant to telecommunications companies in the United States and abroad, and has made numerous appearances as an expert witness in state regulatory proceedings.

Prior to entering the telecommunications business in 1984, Dr. Knisbacher taught law for four years and practiced for five years with the federal government. His government service included a year in the Antitrust Division of the Department of Justice, and concluded with an appointment as Assistant General Counsel of the Postal Rate Commission. Dr. Knisbacher holds a law degree from Harvard and a Ph.D. from the Fletcher School of Law and Diplomacy.

Michael Bedell, Senior Vice President of Sales & Marketing

Michael Bedell has more than 24 years of sales and marketing experience, including 15 years of executive leadership positions. His background spans business-to-business and business-to-consumer market segments for large companies, and less structured entrepreneurial environments. Mike leads the sales and marketing teams at 800response in penetrating new vertical markets, pursuing new business opportunities, and product development. Prior to joining 800response, Mike served as President and CEO of Synapse Retail Ventures, a subsidiary of Synapse Group, Inc., where he successfully launched a national retail channel of business. He has also held executive management positions at IPG and Omnicom agencies, and served as Chief Marketing Officer at MedAvant Healthcare Solutions. Mike has a proven track record of building revenue with expertise in sales, marketing management, account relationships, promotions, advertising, direct marketing, public relations and market research. Mike holds a B.B.A. from the College of William and Mary.

Bob Cleary, Vice President and Controller

Bob Cleary has over 19 years experience in the accounting arena, with the last 13 years spent supervising all positions that comprise an accounting department. His former experience as the accountant and auditor for the famous Trapp Family Lodge in Stowe, Vermont gave him the foundation for his current position as Vice President and Controller at 800response. Prior to becoming the Vice President and Controller of 800response, Bob was the accountant and financial analyst with the telecommunications company, formerly known as Long Distance North. Bob is responsible for the daily financial affairs of the company as well as management of the human resource functions. Bob holds an accounting degree from Johnson State College.

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Kathryn Rossner, Vice President of Sales

Kathryn Rossner has a diverse management background in the sales and manufacturing sectors that spans more than 25 years. Kathryn brings 15 years of sales experience in the electronics and communications industries to the table. Prior to her introduction to the telecommunications field, Kathryn owned and operated several businesses which include electronics and contact management software. In her role as Vice President of Sales at **800response**, Kathryn leads all direct initiatives to advertising agencies and is responsible for creating and managing those new business relationships. Kathryn is also responsible for increasing sales revenues and managing the sales team.

Rick Royer, Vice President of Direct Sales & Business Development

Rick has over 30 years in business-to-business sales with the last 21 years in the telecommunications sector. Throughout his career he has held the post as Director, Vice President and President of his own consulting company. His resume includes the development of well over 2,000 sales reps in the art of product knowledge and selling techniques. Rick's accomplishments also include the development of Customer Service teams with a goal of delivering exceptional customer service in the eyes of the customer. Prior to joining **800response**, Rick consulted with and held senior positions for three start-up telecommunications companies. Rick holds a degree in Electrical Engineering and several certificates in sales programs including an instructor for the Dale Carnegie Sales Course.

Laura Noonan, Vice President of Marketing & Corporate Communications

In the role of Vice President of Marketing, Laura Noonan directs the development and execution of the company's marketing strategy and oversees the organization's creative, public relations, and customer care programs. Laura has been an integral member of the marketing team and marketing committee at **800response** for 14 years. Under Laura's helm **800response** has conducted numerous industry studies to determine the future of vanity toll-free numbers as a valuable marketing tool within the advertising world. She also has significant input into the firm's ongoing product development efforts and pricing strategies. Laura holds a B.S. in Business Administration from the University of Vermont.

Linda Young, Vice President of Operations

With over 18 years of telecommunications experience, Linda Young oversees the operational functions for **800response**, playing an integral part in developing the company's pricing strategies while maintaining relationships with key telecom vendors. She also manages the organization's customer service and technical staff and led the IS group during development of the new IVR routing platform, which allowed the release of real-time reporting and recording services. Linda continues to work closely with IS on enhancements to the company's proprietary software. Prior to her introduction to the telecommunications field, Linda worked in Boston for a pension fund advisor investing in commercial real estate. Linda holds a B.S. in Business Administration, with honors, from the University of Vermont.

John Evancie, Vice President of Information Systems

John Evancie has extensive experience in creating and managing information systems and directing operations for technical service organizations. He directs the IS team at **800response**, oversees software development, the help desk, and operations and administration of **800response's** IVR and Web platforms. John served nine years as Director of Information and Business Services for the \$50-million New England division of Frontier Communications, a regional long distance carrier. Previously, he was a systems analyst for Data Systems, Inc. and performed strategic planning for McDonnell Aircraft Company (a division of Boeing). John holds a B.A. in statistics from the University of Rochester and an M.S. in Management from Case Western Reserve University.