

Career History of Burch H. Falkner

Beginning with Army Security Agency Intelligence Specialist. Can't tell you what I did. Would have to kill you if I tell. I can tell you that my activities were primarily in the area of wireless communications. After return to the USA from Europe, I decided that my military skills were not too well suited in the commercial world.

So, I spent a little time dedicated to getting smarter (U of Maryland, Samford U) then working as Technical Writer (Hayes International) where I wrote the refueling system manual for the Redstone rocket (among a number of less glamorous things). My next career choice was that of a traveling school teacher (field training instructor) for Robertshaw-Fulton Controls of Richmond, VA.

Met a guy on a plane traveling from LA to Chicago. Said I belonged in sales. I then spent nearly a decade managing the operations of a communications company involved in mobile communications, radio common carrier, and commercial broadcast operations in Birmingham, AL. I left to join General Electric Communications Division as a District. then Area, Manager in Milwaukee, WI.

Along came Sylvania Sociosystems who invited me to help their government sales group (Mountain View CA) sell military originated technology to State and Local Government. The first sale was for a CAD system with touch screen mobiles made to City of Oakland, CA in the early 1970's. Then along came Boeing.

Boeing needed a National Distribution Manager to lead their Aerospace Division in Kent, WA to the promised land of State and Local Government sales. They moved me to Seattle where I dealt with a board equally split - one side wanted a new airplane. The other wanted more diversification. The battle went on for several years. The new airplane was called the 767. You now know who won...

After the Boeing experience, I joined a former business associate in Rochester NY working as a contract manufacturer for companies like Xerox, General Dynamics, etc. Most of my associates were former GD people, even a couple from Harris. I got tired of the upstate NY winters.

Returned to Birmingham, AL in the early 80's begin a new career serving the needs of the Land Mobile Communications industry, first as a Manufacturer's Rep, then as a Local Area Reseller, Channel Partner, or Value Added Reseller, which ever fits your vocabulary, where I have more or less been until the present.

More recently, I have begun offering assistance to other wireless resellers desiring to improve marketing skills. See TheMarketingMan.net for more info.

My major in college was Industrial Marketing (whatever that is) and Economics. Not sure how this has helped my career which has evolved to specializing in matching needs to products, then creating value for the seller. In olden times this was known as market development. Today, it is something that I use in my daily business as CEO of Falcon Wireless and Falcon Communications Services and as well as a marketing consultant for The-Communicators.