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David J. Erlenborn *Managing Partner*

David Erlenborn co-founded Professional Partnering Services, LLC because of his conviction that new forms of collaboration are key to our future. Social and economic advances are marked by new forms of collaboration. Evolution from tribes to city-states to nations, and from hunting-gathering to craftsmen to assembly lines and enterprises, all represent increasingly sophisticated forms of collaboration. The effect of the Internet on business models is only beginning to be felt and will drive collaboration among enterprises to become as important as collaboration within enterprises. The customer-supplier model is inadequate for many of these new relationships – demonstrated by our high rate of alliance failure.

With a broad background in business – from sales and corporate strategy to human resources and installation program management – David has seen collaboration succeed and fail. Prior to forming ProPartnering, David was VP, North American and ecoSystem Alliances for Telcordia Technologies. David grew the sales results for his alliances twenty-fold in his first two years. He also helped a number of smaller, inexperienced partners to develop the ability to partner effectively with Telcordia.

Prior to Telcordia, David worked at Lucent Technologies and its predecessors, where he met Gerry Dehkes and was introduced to strategic alliances. David took the tools and processes that Gerry developed at NCR and used them to forge a channel strategy for a reorganized, \$5 Billion OneLucent channel organization. David then built an entirely new infrastructure for managing the Lucent Strategic Alliances organization, enabling the program to grow ten-fold in two years.

Managing alliance relationships came naturally to David with the experience he had developed earlier at Lucent. David was Product Manager for the Bell Systems premier Operator Services product (OSPS) and was an award-winning sales person selling switching equipment to Bell Atlantic. From there David moved to Italy where he helped the Italian telephone company (SIP) develop a market launch for FreePhone and other new services. Upon returning from Italy, he developed a new offer-based strategy as part of the corporate strategy organization, led workforce planning for the Human Resources organization, led planning for the nationwide upgrade of all AT&T's 4ESS™ Switches, and provided marketing for Lucent's service provider channel program.

David lives in Martinsville, NJ with his wife (Shona) and three children (Struan, Gillian, and Calum).