

Bradley Cord Spatz

1921 NW 20th Way, Gainesville, FL 32605; (352) 375-1654

Professional Experience

Cox Communications, Central Florida (Alachua/Marion County), Gainesville, Florida

Vice President, Engineering, January 2008 to present

Lead a team of 60 employees in a multi-office environment across two counties. Highlights include:

- Network Upgrade. Responsible for planning (2007) and execution (2008) of \$19M upgrade of the 2400 mile outside plant network from 750 MHz to 1 GHz. Finished on-time and under budget. Other benefits include adding 20+ miles of fiber, reduction of amplifier cascades, elimination of legacy deficiencies, and increased optical redundancy. Deployed additional HD channels in the new spectrum by EOY 2008.
- Night Shift. Created the system's first dedicated night shift (7 employees, midnight to 10am) for central system and outside plant planned maintenance to minimize customer impact and increase satisfaction.
- Network Reliability. Local champion and sponsor of network reliability initiative ("The Nines"). Improved all metrics to achieve company "green" status in 2008. Moved SOC group under our team.
- Staff Development. Multiple internally-promoted direct-reports recognized as Leaders of the Quarter and Leader of the Year. Active in mentoring programs.
- Awards. System named to the 2008 Multichannel News Power Directory Top 100. Cox Achievement Award in 2007 for highest annual commercial business growth.

Director of Engineering, May 2006 to December 2007

Expanded role to include all engineering issues including outside plant (fiber and coax) design, construction, and maintenance; central facilities (MTC/STC); collocations with other communications providers; all signal reception, generation, multiplexing, and transmission for video, data, and voice services. Led a team of 50 employees.

Highlights included:

- Financial Responsibilities: Oversee a capital budget in 2006 in excess of \$11M. Manage operating expenses in excess of \$5M.
- Strategic Planning: Responsible for long-term strategic planning of the network and technical "platform" to address subscriber growth, new products & services, technical innovation, and competitive pressures.
- Territory Management: Assess strategic growth areas and prioritize capital spending for new build.
- Acquisition: Assist with purchase, integration, and rebuild of the City of Newberry cable system.
- Professional Development: Graduated in class 33 of Leadership Gainesville, the fourth oldest civic leadership program in the nation (May 2007). Completed the Experienced Leader certificate program from the University of Florida Leadership Development Institute (April 2007).
- Operational Excellence: Developed vision and sponsored implementation of a Systems Operations Center (SOC) to provide monitoring & response for video, data, and voice services.

Director of New Business Development, September 2000 to April 2006

Founding member of the New Business group. Responsible for the strategic planning, development, and deployment of next-generation advanced broadband services. Operational duties included all signal reception, generation, multiplexing, and transmission for video, data, and voice services. Managed the Information Technology group supporting order-entry, billing, call-center, customer management, phone, and desktop/server systems. Led a team of 18 employees.

Highlights included:

- New Product Launches: Digital Cable (9/00), High Speed Internet cable modem (4/02), Cox Business Services (10/02), Digital Video Recorder (1/03), Home Networking (6/03), High Definition TV (11/03), Digital Telephone (8/05). Annually, new products generate \$35M in revenue, growing at up to 40%.

- Franchise Negotiations: Part of 3-person local team that negotiated a new 10-year franchise with the City of Gainesville and Alachua County. Completed in 8/04 after 2+ years.
- Professional Development: Selected to participate in the 9th class of the Cox Executive Development program over 18 months with a group of 30 Cox executives from across the country. Included presentations with CEO and senior executive team. Completed 7/04.
- Staff Development: Developed a manager-level incentive program closely aligned with system-wide and departmental goals that became the model for the Central Florida system.
- Financial Responsibilities: Oversaw a capital budget in 2005 in excess of \$4M. Assisted with setting new service unit/revenue targets. Managed operating expenses in excess of \$1M.
- Network Infrastructure: New Master Telecommunications Center building and transition (Q300), completed 2-way 750MHz plant rebuild (12/01), redundant fiber connection to Ocala facilities (12/01), Secondary Telecommunications Center building (Ocala, 7/05).

Data Engineering Manager, October 1998 to August 2000

Founding member of the High Speed Data group in Gainesville. Oversaw group of four in developing, deploying, and managing residential data services. Initial project was the Cox Express residential data service in partnership with the University of Florida. Utilized both DOCSIS cable modem and "fiber to the curb" ethernet technology. One of the first telco-return deployments of DOCSIS. Managed all aspects of the project including strategy, budget, sales & marketing, and operations.

- Designed and implemented a novel DOCSIS provisioning and management system with a web-based user interface. Multiple system features integrated into current company-wide systems.

CuraGen Corporation, Alachua Laboratories, Alachua, Florida

BioInformatics Lead, March 1997 to October 1998

Designed, built, and managed the genomics research computing environment for CuraGen's new laboratories at the UF Biotechnology Development Institute. Applied the system to design algorithms and interfaces for machine-aided analysis and discovery using client/server systems and modern computational science tools. Helped design, construct, and operate one of the southeast's largest gene sequencing facilities. Interdisciplinary exposure to robotics, sequencing chemistry, electrophoresis, and radiation hybrid analysis.

Consultant, Gainesville, Florida

July 1995 to November 1998

Unix and Internet consulting for various clients, including National Biological Survey, School Board of Alachua County, Institute for Child Health Policy, and various University of Florida departments/units including Astronomy, Cartographic Research Lab, Forestry, Geography, and the GeoPlan Center.

University of Florida, Gainesville

January 1986 to September 1997

Various positions: [Senior] Systems Administrator, Systems Programmer, Technical Trainer.

Education

B.S., Computer Engineering, University of Florida, Gainesville, Florida, 1996.

Interests/Hobbies

- Instrument rated private pilot, USPA skydiving Instructor and Master (D) license holder; fishing/boating, Open Water SCUBA diver, travel.
- Mission Pilot for Mercy Flight Southeast, providing charity air transportation by private aircraft to distant medical facilities when commercial service is not available, impractical or simply not affordable.