

Re: Tony Gevo

To Whom It May Concern:

Tony Gevo worked for me as a Business Development manager for the L-3 Communications Systems-East division. At the time, L-3 was primarily a defense communications equipment supplier. However, we also had a digital archive management medical equipment product line, which included an echocardiology product named Echonet™. The product was sold to physicians and hospitals and provided the cardiologist with excellent, real-time, digital views and archived records.

As the Echonet™ product line business development manager, Tony was responsible for the product sales and distribution, new customer identification and development, marketing collateral, trade show planning and execution, and new product requirements. Obviously this was a new and different product, customer, and competitor mix for our business.

The product was either sold directly by Tony through his sales efforts or through a sales distribution network. When we hired Tony, we did not have a sales distribution network. And we did not want to hire people to do this. Tony came up with the innovative solution of establishing sales associates, located around the country, who would be independent contractors. Tony was responsible for the hiring, training, and performance of these individuals.

One of the key needs for Echonet™ was marketing collateral. Tony was responsible for developing this collateral to include brochures, data sheets, advertising, presentations, CDs, trade show booth design, trade show artwork, etc. With his commercial background, he was able to provide excellent resources to meet this need.

Identifying and cultivating new customers was an important aspect of Tony's responsibilities. We were a defense contractor, marketing a product to the medical community. The customer base had not heard of L-3 and did not know us as an independent provider. Prior to Echonet™, our medical products were sold to a vendor, such as GE Medical. Echonet™ was our first venture into direct sales. Tony did an excellent job in getting our brand name out into the market and in developing potential customers, both independent practitioners and major hospital departments.

Robert S. Neff

Robert S. Neff  
Vice President, Business Development (Retired)  
L-3 Communications Systems-East