



CED Mentor Biography

Name: Phil Santoni

Current Occupation: President-Net Direct Systems (NDS)

Career Highlights:

- President of Net Direct Systems (NDS), a company he co-founded in 1999 and has grown to \$45 million with offices in sixteen states. NDS is a complete solutions provider of enterprise management systems and technology consulting services. NDS' front-end design with over 25 telecom, security, and network software solution providers establishes its position to recommend, integrate, and deploy these solutions onto various platforms.
- Phil was also President and Founder of VisionTech Partners (VTP), a private consulting and holding company committed to providing the professional guidance vital to emerging companies and their leadership teams. VisionTech Partners measured success not only through financial milestones but also individual achievement, enhanced personal performance, satisfaction, fulfillment, and happiness. VTP's investments include Southeast Interactive Fund III and Net Direct Systems.
- In 1993, Phil founded Integrated Network Solutions (INS). As CEO, he developed the leadership skills and dynamic team building expertise that makes "raving fans" out of clients and vendor/partners alike. Originally a start-up company based in his home, Phil transformed INS into a \$127 million business with a team of more than 100 professional systems integrators within six years.
- Prior to founding INS, Phil was employed by Digital Equipment Company. While with Digital, he was the leading Regional Sales Executive, averaging over 250% of quota for three years. While Sales Manager, his region led the company in growth of revenue and profits.

Areas of Expertise:

- Accounting / Finance
- Business Development
- Business Funding
- Human Resources
- Information Technology
- Legal
- Marketing
- Operations
- Sales
- Other: _____

Education:

- MBA in Finance from the University of Iowa.

Professional Affiliations / Volunteer Activities:

- Council For Entrepreneurial Development