

Mark DeVol is a Federal Account Director for Nokia and in this role, he has account management responsibility for the National Spectrum Consortium (NSC), Defense Information Systems Agency (DISA), U.S. Navy, U.S. Marine Corps, U.S. Special Operations Command and various Department of Defense research labs. Mark has over 26 years of experience working with the Department of Defense, Federal civilian agencies, State & Local agencies, wireless and cable operators, educational institutions and utility companies. Mark believes that working as an Account Director isn't about "selling" something to your customer, it's about your customer "buying" something from you. The key to being successful in this role is about listening, understanding what your customer does, understanding your customer's needs and then taking that knowledge and educating them on how you can help them. If that is done correctly and you provide your customers with the information they need, they are then able to make the best "buying" decision they can for their organization. You should give your customer no other choice than to go you're your recommendations because you can provide a valuable solution or service based on what they needed to "buy" and not what you wanted to "sell."



Mark began his career in 1991 when he joined the U.S. Navy and spent almost 10 years as an Information Systems Technician. Upon leaving the Navy, Mark began his civilian career with Marconi Communications working as a pre-sales/post-sales Systems Engineer. He later went on to work for other companies such as MCI WorldCom and Marconi Federal in an engineering capacity and has also worked for Ericsson/Ericsson Federal, Verizon Wireless and Oceus Networks as an Account Director.

Mark brings a very unique perspective to his customers and audiences due to his experience in the various roles he has had throughout his career and his familiarity with many different technologies. He has not only worked as a Systems Engineer and Account Director, but has also done executive and sales mentoring during his time at Award Solutions. Mark's key focus was to help sales organizations within different North American commercial wireless operators better understand different technologies such as 4G LTE, 5G, Internet of Things (IoT), Cloud Computing, Multi-Protocol Label Switching (MPLS), Software Defined Networks (SDN) and Network Functions Virtualization (NFV) to help prepare them to have more collaborative engagements with their customers and take a more consultative selling approach to meet their customer's requirements.

Mark brings a wealth of knowledge of the wireless industry and the cellular technologies deployed today. He also understands the great impact that deploying technologies such as 4G LTE, 5G and IoT could bring to the Department of Defense and other U.S. government agencies. Mark is also well versed in what many believe to be the key challenges to deploying these technologies, primarily the lack of spectrum and security, and can help provide insight on ways to address and mitigate these concerns.

Mark lives in Aldie, Virginia and has been married for 23 years to his wife Jennifer, who also happens to be his high-school sweetheart, and they have two daughters, Mikayla (19) and Hailey (16). Mark believes that his greatest achievements in life are being a husband, a father, a Navy veteran and a 5-time Ironman triathlon finisher.

Mark's favorite quote and saying that he lives by is;

"If it can be solved, there's no need to worry, and if it can't be solved, worry is of no use"

- Dalai Lama