

**W. Craig Conwell**  
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**Independent Consultant**

**1996 - 2008**

Mr. Conwell provides professional services related to telecommunications cost analysis. These services include the following:

- Supporting wireless carriers in negotiations and arbitrations of reciprocal compensation rates with incumbent local exchange carriers (ILECs). This involves reviewing ILEC cost studies for compliance with FCC rules for reciprocal compensation and giving expert testimony before state regulatory commissions.
- Performing cost studies and financial analyses used by ILECs in the valuation of their telephone plant for tax purposes.
- Performing cost studies for telecommunications services, such as Digital Subscriber Line (DSL), hosted Voice over Internet Protocol (VoIP), Frame and Asynchronous Transfer Mode (ATM) services and others. The studies are used in product planning, pricing and cost management.
- Providing analytical support and advice to wireless carriers on the establishment of state Universal Service Funding mechanisms.
- Providing advice and assistance to telephone companies on the development of cost models for estimating plant investments, capital costs and operating expenses.

In addition, Mr. Conwell has taught courses in telecommunications cost analysis.

**Arthur Andersen & Co.**

**1989 - 1996**

Mr. Conwell served as a firm-wide expert on telecommunications cost accounting and provided advice to consulting teams working for telephone companies in the US and overseas on cost-related projects. These projects included the following:

- Reviewing Bellcore's Switching Cost Information System (SCIS) for the FCC in its Open Network Architecture proceeding. SCIS was used by the regional Bell Operating Companies (RBOCs) to develop switching element costs.
- Performing a benchmark comparison of US - Canadian toll costs and testifying before the Canadian Radio and Telecommunications Commission (CRTC) on differences between US and Canadian toll costs.

- Developing a “value driver” approach for identifying key performance measures using activity-based costing. The approach was used in consulting projects with telephone companies to improve performance measurement.
- Advising on the design of telephone company cost accounting systems used to measure service costs.
- Developing and teaching for six years a service cost course sponsored by the United States Telephone Association. The course was attended by students from telephone companies, regulatory bodies and other companies in the telephone industry.

#### **Volt Delta Resources**

**1988 - 1989**

Mr. Conwell worked for the President of Volt Delta Resources and assisted in planning and business development for database services offered to telephone companies. He also participated in the development of a new cost accounting system for a Bell Operating Company.

#### **South Central Bell / AT&T**

**1974 - 1987**

Mr. Conwell began work with South Central Bell in 1974 in Engineering where he produced cost studies for pricing telephone services. In 1979, he was promoted to district manager and transferred to AT&T where he participated in operations reviews of service costing and ratemaking procedures across the Bell Operating Companies.

In 1981, Mr. Conwell was promoted to division manager as member of the AT&T planning and financial management staff that analyzed business plans for AT&T’s Office of the Chairman. Subsequently, he served as a division controller in AT&T Information Systems and division manager in AT&T General Business Systems responsible for marketing and sales channel support.

#### **Education**

Bachelor of Industrial Engineering from Auburn University (1972). Masters of Science in Industrial Engineering (Operations Research) from Auburn University (1974).