



## **LETICIA LATINO VAN-SPLUNTEREN**

### **TRANSFORMATIVE CEO, THOUGHT LEADER & BOARD DIRECTOR**

Innovative Global Telecom Executive | ESG/Sustainability Advocate  
Public Private Partnerships (P3) Expertise

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Leticia Latino van-Splunteren is a highly successful corporate executive with over 25 years of experience in technology driven businesses. Leticia's industry experience spans Technology, Telecom, Software, and Infrastructure with the consistent theme of penetrating new international markets, innovation, growth, and transformation. A customer-focused leader with a strategic worldview.

Leticia is currently President and CEO of NEPTUNO USA, CORP a company that spun off from NEPTUNO GROUP which has engineered over 10,000 Telecom Towers and Sites in the Americas and has been a well-established Telecom Infrastructure Provider since 1972.

Leticia started her professional career at Merrill Lynch in Caracas, Venezuela. In 1997 she decided to switch career paths from finance to telecom and joined then infrastructure giant Northern Telecom (NORTEL). At Nortel she was heavily involved in bid response resulting for Brazil's B-Band auction process and led multiple large-scale Bids (+300M) for greenfield Wireless Telecom Networks (TDMA, CDMA, GSM, FWA) in Latin America. Her last position as Account Marketing Director, involved consultative Sales and Marketing for Tier 1 US Carriers to assist them in identifying new value-added services offerings and their go-to market strategy resulting in multi-million dollar launches.

Leticia holds a degree in Business Administration with a major in Management from the Universidad Metropolitana in Venezuela; and an MBA in Investments and a Master of Science in International Business from the University of Miami. She also holds a SmartCities Certification from the University of Lausanne, an ESG Certification from Harvard Business School Online and the Inner MBA Certificate from NYU Mindfulness Program.

Leticia lives in Hollywood, FL, USA with her husband and two children.

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## BOARD EXPERIENCE

### BOARD LEADERSHIP

- **Board Director**, NEPTUNO GROUP, Telecommunications Infrastructure (Private, 1998-Present)
- **Board Director**, NAAP Global Solutions, Ltd, Software Development (Private, 2005-2020)
- **Board Director**, Itelecom, LED Technology (Private, 2015-2017)
- **Board of Directors**, National Safety Wireless Alliance (Non-Profit, 2024 - Present)
- **Board of Governors**, National Safety Wireless Alliance (Non-Profit, 2023- 2024)
- **Legislative and Regulatory Council Member**, NATE (Non-Profit, 2023- Present)
- **President's Council Co-Chair**: The Acceleration Project(Non-Profit, 2021-Present)
- **International Board Member**: Global Women's Telecom Network (Non-Profit, 2020-Present)
- **Board of Advisors**, SmarCity Council Miami (Private, 2021- Present)
- **Board of Advisors**, South Beach Jazz Festival (Non-profit 2021-Present)

### FEDERAL GOVERNMENT COMMITTEE EXPERIENCE

Leticia has extensive Federal Government Committees (FACA) experience. In 2018, she was appointed as a Full Member of the Federal Communications Commission (FCC) Broadband Development Advisory Committee (BDAC) and as the Chair the Job Skills and Training Working Group by Commissioner Ajit Pai. From 2021 to 2023, she served on the FCC's Equity and Diversity Committee (CEDC) Innovation and Access Working Group and in 2022 she was one of the four FCC appointees by Chairwoman Jessica Rosenworcel to represent the FCC in the Telecommunications Interagency Working Group (TIWG) which issued and presented a recommendations report on the Telecom workforce shortage to US Congress, as required by the Infrastructure Investment and Jobs Act (IIJA).

### TELECOM INNOVATION

- Orchestrated the filing and approval of several tower design patents that made NEPTUNO Stand out in the Telecommunications industry, resulting in an expanded market share and global footprint.
- Launched innovative Telecom Surveying methods utilizing LIDAR Technology to virtualize Telecom Assets resulting in NEPTUNO being credited with being one of the very first companies in the world that employed technology traditionally used for architectural and geological purposes and apply it to Telecommunications.
- Embedded Artificial Intelligence into Telecom Surveying, creating a new multi-million-dollar revenue stream for NEPTUNO and gaining a leadership position in the industry.
- Pioneered the launch of a Drone Mapping program for NEPTUNO, with currently over 3,500 digital twins of telecommunication sites captured around the world.
- Incorporated SmartTecPort, LLC and Neptuno Smart Solutions LLC as part of the Neptuno Group umbrella of companies to address the growing needs and opportunities in the SmartCity Movement.

## **TRANSFORMATION LEADERSHIP**

- Reengineered manufacturing capabilities by engaging in a Joint Venture in Turkey as a response to the Venezuelan government's political pressure that prevented companies from exporting product and collecting in US\$ in the mid 2000's. This strategy redefined Neptuno's manufacturing capabilities, preventing market loss and company collapse by being suddenly stripped from its capacity to ship product from main production facility.
- Diversified the steel towers centric product portfolio by conceiving, developing, and launching the Network Asset Administration Program (NAAP) software, an enterprise grade platform conceived to help Communications Companies track the complete lifecycle of their assets and to connect the broadband workforce with available work. Under her leadership, NAAP Software has been sold and implemented in +12 countries.

## **GLOBAL PERSPECTIVE AND INTERNATIONAL OPERATIONS**

- Deep experience leading multinational businesses in diverse parts of the world and amid significant geopolitical complexity. Strong multicultural, multilingual (Fluent in English, Spanish, Italian and French), and multi-geographic background, with on-the-ground roles in the US, Europe and Latin America (Legal Resident of the US and EU passport Holder).
- Pursued and executed partnerships with global infrastructure vendors, including Ericsson, Nokia and Alcatel-Lucent for them to resell NEPTUNO's Telecom Asset Management Software NAAP.
- Renegotiated large Logistic contracts with freight providers, a function critical to lowering NEPTUNO's Operational cost given the high volume of exports the company handles.

## **CORPORATE STRATEGY / BUSINESS DEVELOPMENT**

- In 2001, advised NEPTUNO GROUP CEO to create a legal entity in Miami, FL to better serve international clients based there and to start making inroads and creating presence in the US Market. Her recommendation was accepted by the Board and she was tasked with its execution. She incorporated NEPTUNO USA, Corp in 2002 and served as Executive VP until 2017 when she was appointed to her current role as CEO.
- Responsible for closing the first US sale to engineer, manufacture and install the Towers at the Ericsson's US 5G Center of Excellence, which trains the Broadband Workforce needed by the US to sustain global leadership in 5G.
- Created strong and trusted relationships in the US, including at the Federal Communications Commission (FCC) and at relevant industry associations, including the Wireless Infrastructure Association (WIA), WISPA, NATE and the Competitive Carriers Association (CCA)

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- Raised the NEPTUNO brand in the US, effectively positioning it to be an active player in its aggressive Broadband Infrastructure development, by leveraging Government Grants and the Department of Labor Telecommunications Apprenticeship Program (TIRAP) as the vehicle to create a highly skilled and diverse US based workforce.

#### **THOUGHT LEADERSHIP**

- Co-author of the Amazon #1 Best Seller: “Women in Business Leading the Way”
- Blogger and Recurring contributor to Authority Magazine, Protocol’s Braintrust, Bizcatalyst360, Inside Towers, the Wireless Infrastructure Association and NATE publications.
- Host of the ‘Back2Basics- Reconnecting to the essence of YOU’. With +250 episodes published, Leticia has interviewed prominent and inspiring figures including Former Sprint CEO Dan Hesse, Logitech’s CEO Bracken Darrell, Founder of Melissa & Doug Toy Empire Melissa Bernstein, Marketing Guru Seth Godin, former FCC Commissioner Jonathan Adelstein, Global Activist Lynne Twist and the Inventor of the Cell Phone, Martin Cooper to name a few.
- International Speaker on many subjects including Telecom, Entrepreneurship, Workforce Development, DEI, Innovation, Mindfulness and Inner Growth.

#### **HONORS**

- 2023 “The Most Influential Women Leaders to Watch” by CIO Women Leaders
- 2023 Influential Businesswoman Awards: ‘Telecommunications CEO of the Year 2023 (the Americas)’ by UK’s AI Publishing
- 2022 ‘Most Connected Women in Telecom’ List by Conecta Latam
- 2021 ‘The Outstanding Business Leaders of 2021’ by Business Stalwarts
- 2021 ‘Smart Disruptor’ by SmartCity Miami
- 2021 ‘The Most Admired Women Leaders in Business’ List by CIO
- 2019 ‘Revolutionary CEO’ by Aspioneer
- 2019 ‘Transformational CEO’ by CIO Look
- 2018 ‘Women in IoT Award’ Recipient- Connected World Magazine