

Sonny Loreto

Significant Experience

Mr. Loreto is an expert in planning and designing telecommunications systems with heavy emphasis in microwave, fiber optic/SONET transport systems and additional background in telemetry, SCADA, system protection and telephony in the electric and gas utility environment.

He has implemented major telecom construction projects including project management responsibilities. He has directly supervised professional, technical and administrative staff including coordinating and negotiating with internal and external organizations.

Major assignments at Utility Telecom include microwave and fiber network system design and project management for very large network projects. He is an expert on North American Digital Hierarchy and SONET transmission systems, including all aspects of the DACs and termination functions. In consulting roles he has developed System Acceptance and Factory Acceptance test programs for digital microwave. Responsibilities also include performance of feasibility studies, path surveys and construction quality assurance inspections for various clients.

Experience Prior to Utility Telecom

- **Project Manager** Metromedia Fiber Network Services, Inc. **2000-2001**
Manage and operate the Las Vegas office of 13 on-site contract personnel and 2 employees. Direct and supervise the team of engineers, drafters, field inspectors, and analyst to meet project scope, cost, and schedule commitments to clients. Oversee the real estate and facilities leasing negotiations with the local electric utility and private owners. Develop the construction budget for the Las Vegas market (\$13M) and present monthly project status updates to executive management.
- **Manager, Communications Department** Nevada Power Company **1997-2000**
Lead, direct, and motivate a staff of 30 employees (professionals, technical, clerical) with a focus on "Total Customer Care", economic operations, and innovation. Manage the department's annual capital (\$5M) and O&M (\$3M) expenditures to within 5% of budget. Negotiate contracts for leasing out the company's fiber cable assets. Negotiate and implement the Personal Communications Services Replacement contract for the company. Implement a comprehensive audit of all poles within the company's service territory. Provide regular department status updates/presentations to executive management.
- **Com'm. Engineering Coordinator** Nevada Power Company **1995-1997**
Directly supervise and provide technical guidance and direction to four engineers. Establish technical and construction standards. Plan, design, and implement additions, replacements, and modifications to the company's telecommunications network involving microwave, fiber optic, telephony, SONET, multiplex, SCADA, and system protection systems. Coordinate budget, schedule, and resource commitments and performance metrics with other departments.
- **Senior Project Manager** Raychem Corporation **1993-1995**
Complete three relocation projects on time and under budget involving equipment room re-design, CAT3 & CAT5 cabling, mainframe printing, router equipment, and an ISDN based Automatic Call Distribution (ACD) system programming and installation. Lead the Process Re-engineering effort within the Teleservices department. Create, issue, and evaluate a Request For Proposal for cabling, local area network, and ACD system installation. Work with internal customers to develop scope of work, cost estimate, and preliminary schedule for telecommunications projects. Recommend project coordination improvements based on input from "Project Assessment Reports" from previous projects.

- **Project Manager – Telecommunications** Pacific Gas & Electric Co. **1993-1995**

Coordinate engineering and construction activities for the company's portion (\$3.5M) of the California Oregon Transmission Project (COTP). Develop the system level interface requirements, design the DS3 microwave backbone and 12 DS3 fiber links including multiplex and timing sub-systems, and negotiate necessary contracts for COTP. Direct and lead project teams to meet or exceed scope, cost, and schedule commitments for 10 different projects involving fiber optics systems, SONET, digital microwave, system protection, and telecommunications room design and construction.

- **Senior Telecommunications Engineer** Pacific Gas & Electric Company **1983-1995**

Complete a \$3.5M office relocation project ahead of schedule and under budget with 6 microwave links, two fiber optic links, analog and digital multiplex, PBX, and tandem switch systems moved from one location to three separate locations. Plan, design, and implement major systems additions, replacements, and modifications to the company's telecommunications network involving microwave, fiber optic, telephony, SONET, multiplex, SCADA, and system protection systems. Coordinate budget, schedule, and resource commitments and performance metrics with other departments.

Plan, design, and implement base/mobile radio, fiber optics, microwave, PBX, system protection, SCADA, telemetry, powerline carrier, ground potential rise mitigation, DC power system, and telecommunications room construction projects. Negotiate with equipment vendors. Develop project cost estimates and recommend budget allocations. Develop and implement project schedules.

- **Engineering Manager** Tesoro Electro-digital Systems (GTE Philippines) **1981-1982**

- **Mktg. & Tech. Services Mgr** Asian Communications and Electronics Systems **1977-1981**

Current Position Senior Consultant and Partner

Education

- B.Sc., Electronics and Communications Engineering, University of Santo Tomas, Manila, Philippines, 1976.
- Ateneo University, Makati, Philippines, 1979 - 1980. Accounting, Economics, Decision Making, Statistics (16 MBA Units credited).