

Jay Hollenbeck

Command Line Logistics, Inc.

Jay joined the Army in 1976 and served in the Signal Corp where he maintained ground based satellite systems in Germany and later taught Satellite Communications at the U.S. Army Signal School in Georgia. Now President and CEO of CLLI, Jay credits his Army service for his success today.



After reaching the rank of Sergeant after 4 years, Jay left the U.S. Army in 1980 and took a job with Raytheon Data Systems as a field engineer installing and testing Line-of-Sight microwave

systems. As technology marched ahead he became interested in and eventually in charge of the installation and testing of fiber optic systems. It did not take long before he was pulled out of the technical ranks and assigned to sales where he found his true calling. Through acquisitions and a few career moves he settled into a groove of building and managing sales teams for both large OEMs as well as start-ups. Over the years Jay has contributed approximately \$2B in total sales for companies such as Rockwell, Alcatel, Catena, Ciena and most recently 2Wire where he was VP of sales for the AT&T account.

Jay left 2Wire to live his dream and start his own DVBE in California where he will establish a warehouse and VAR operation in Long Beach. His DVBE "Command Line Logistics" will also provide staffing for specialty service requirements.

Jay has his bachelor's degree in business and marketing from Dallas Baptist University. He is married and has two children, a daughter attending the University of Tennessee and a son attending Johnson High School in San Antonio, Texas.

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