



James (Jim) Cole
Vice President, Sales and Marketing and Co-Founder

Mr. Jim Cole manages the Customer Relationship for Emission Solutions, Inc. His success is measured in levels of Customer Awareness, Acquisition, Retention and Satisfaction and he brings over 35 years of diversified experience in creating value for the Customer through leadership in Sales/Marketing (covert/overt), Engineering, Product Development and Customer Service. Prior to ESI, Mr. Cole worked at Nortel Networks in Senior Distribution Sales positions. During his tenure he was a consistent member of Nortel's highest sales recognition Clubs: Presidents, Masters, Circle of Excellence, Circle of Honor and received many other merit awards. Recognizing his technical acumen, he participated in many product development efforts and was awarded several translation patents. Through return on relationships and an entrepreneurial spirit he consistently brought mutual profitability to his Customers and Nortel.

Prior to Nortel Networks, Mr. Cole was Regional Operations Manager and a Senior Site Survey Manager for two start-up companies; DATRAN (a Sam Wily Company) and DANRAY (now Nortel Networks). DATRAN offered the first digital dial-up highway for computers while DANRAY developed and manufactured the first computerized digital tandem and private switched network (this technology was the genesis of the MCI and Sprint networks). Both companies gave him his entrepreneurial management style and the knowledge that the ultimate success of the Customer and Vendor relationship was creating a WIN:WIN environment.