

Mark Goode

Expert Witness Qualifications Summary

Mark Goode is an expert witness and technology business executive with more than four decades of experience involving wireless communications, technology commercialization, venture-backed growth, strategic partnerships, government technology programs, and industry custom and practice. His experience includes matters involving source selection, OTA agreements, technology transition, commercialization, contractor performance, and strategic business decision-making.

His experience spans wireless communications, technology commercialization, venture-backed growth, strategic partnerships, government technology programs, and industry custom and practice. He has served as CEO, founder, senior advisor, management consultant, and expert witness in matters involving business practices, commercialization decisions, strategic transactions, and technology market development.



Areas of Expertise

Wireless Communications

Wireless networks, broadband technologies, telecommunications markets, public Wi-Fi deployment, industry structure, market adoption, and commercial wireless business practices.

Technology Commercialization

Technology licensing, commercialization strategy, market adoption, distribution channels, revenue models, product positioning, and commercialization pathways.

Venture Capital & Growth

Capital formation, venture financing, debt financing, investor expectations, valuation drivers, growth-stage operations, governance, and enterprise value creation.

Strategic Partnerships

Joint ventures, channel relationships, distribution agreements, licensing arrangements, strategic alliances, OEM relationships, and commercial partnership structures.

Government Technology Programs

Defense acquisition, source selection, OTA agreements, technology transition, commercial technology assessment, government telecommunications programs, modernization initiatives, and contractor performance matters.

Selected Career Highlights

IBM PC Launch Team

Participated in the launch of the IBM Personal Computer, one of the most significant technology product introductions in modern business history.

Secure Technology Commercialization

Led development of the first NSA-certified personal computer security product, involving secure communications, information assurance, government technology requirements, and commercial product deployment.

Public Wi-Fi Pioneer

Served as Co-Founder and CEO of MobileStar Network, one of the first national public Wi-Fi networks, with deployments involving Starbucks, American Airlines, Hilton Hotels, and other major venues.

Capital Formation

Raised venture capital and debt financing to support technology company growth, market expansion, product development, and commercialization initiatives.

Strategic Partnerships

Structured and negotiated commercial relationships, joint ventures, licensing arrangements, distribution partnerships, and strategic alliances across multiple technology sectors.

Government Technology Advisory Experience

Supported U.S. Army and Department of Defense technology initiatives involving source selection, OTA programs, technology transition, program audits, commercial technology assessment, telecommunications programs, and modernization efforts.

Representative Government Technology Experience

- Performed technology search and assessment for a DARPA program operating under an Other Transaction Authority agreement.
- Provided source-selection guidance for a major Army technology program and was recognized by the Source Selection Authority for outstanding contribution.
- Audited a \$150 million OTA contract transitioning from DARPA to Army management.
- Performed commercial market research involving wireless network technologies, tactical communications, body-area networks, rare-earth materials, LIDAR systems, and other emerging technologies.

- Conducted program management and contractor performance assessments involving major Army modernization programs.
- Appointed by the Secretary of the Army to serve on the Army Science Board Communications Committee.

Expert Witness and Litigation Support

Mark Goode provides independent expert analysis involving telecommunications, wireless communications, technology commercialization, strategic partnerships, venture-backed growth, government technology programs, and industry custom and practice.

Representative issues include source selection, government acquisition, OTA agreements, contractor performance, program execution, technology transition, market adoption, commercialization strategy, strategic partnerships, valuation drivers, and industry business practices.

Representative Litigation Topics

- Government contract disputes
- Source selection disputes
- OTA agreements and contracting practices
- Contractor performance matters
- Technology transition and commercialization disputes
- Telecommunications industry custom and practice
- Strategic partnership and channel disputes
- Venture-backed growth and commercialization decisions
- Program management and execution issues
- Commercial technology assessment and adoption

Contact

Mark Goode

Email: mark@markgoode.com

Phone: 469-305-1939

Website: markgoodeexpertwitness.com