

New Chance to Win

No disguising success for Telesphere's 'Superman'

By Kara Ritter

If you are going to have a disaster, having Telesphere, a Phoenix-based telecommunications provider, on your side is probably a pretty good idea—particularly if disasters seem to follow you.

During a recent tornado, a client's facility was demolished but its power and connectivity was never disrupted. For this, Telesphere's CEO Clark Peterson illustrates the power of their phone system's features. "Because their phone system was centrally hosted, their phone calls simultaneously went through. Although the customer had tornado issues and their building was blown away, it was transparent to their customer. Those features are pretty powerful," he says.

Peterson, a telecom veteran, started with Telesphere in September and brings experience from McCaw Cellular Communications/AT&T Wireless, XO Communications (originally known as Nextlink) and Clearwire. Telesphere offers hosted voice telecommunications and data services that address telephony, local and wide-area networking, and voice and data solutions for small-to medium-sized business.

Great Potential

Peterson guesstimates Telesphere's reach of new business in Arizona is about half its overall transactions. And although businesses are widespread, he says, the growth in Arizona is phenomenal.

"Arizona is fast-growing; it's got a great business climate with a lot of industries who are multiple location customers. We do well with banking, medical and service industries."



We are centralizing phone services in one place

Telesphere CEO Clark Peterson

As Peterson projects the future, he envisions products and services such as content to become more centralized so that customers' connectivity will be more and more convenient. "Think about it: Five or 10 years ago you wouldn't have thought you would be able to access music through a connection at any place anytime. So whereas iTunes has centralized music, we are centralizing phone services in one place," he says. "It's a very powerful concept. I think the key is that Telesphere's vision is in the right place." ■

Clark Peterson: An inside look at this CEO Superstar

- Twenty years' experience in the telecommunications industry, working in the wireline and wireless industries.
- Served as president and one of the original employees of Clearwire, where he helped build the company to more than 800 employees and 88,000 customers.
- Helped raise more than \$2 billion during his tenure as president of the West region to oversee the Los Angeles and San Francisco markets for XO Communications, the nation's largest competitive local exchange carrier.
- Twice voted to the Top 40 Under 40 by *In Business Las Vegas*.