

151 Ventures Joins Forces with Channel Consulting Firm Wireless Rain

Steve Brumer Joins 151 Ventures to Service Growing Mobility Channel Practice

NEW YORK, July 25, 2011 [PRNewswire](#) -- 151 Ventures, a leading consulting and [advisory firm for mobile software](#) and technology companies, announced today that it has joined forces with Wireless Rain, a [wireless channel consulting firm](#) and former national dealer for all major North American wireless carriers. Wireless Rain has worked with thousands of channel partners in the wireless, mobility & M2M industries. Steve Brumer, founder and CEO of Wireless Rain, will join the 151 Ventures executive team as a partner.

With over 25 years experience in the wireless and mobile space, Mr. Brumer has been a dynamic entrepreneur with deep expertise in sales, marketing and channel development. His mantra is helping great wireless and mobile products or services companies find the right distribution and channels to guarantee sales growth and partnership success.

"By merging Wireless Rain with the [151 Ventures team](#), we will be able to provide clients with a full range of services and programs needed to help build dynamic successful companies within the wireless world," said Steve Brumer. "I am thrilled and honored to be a partner in a firm that is a leader in an industry that has provided me with over two decades of challenges and excitement."

151 Ventures will rebrand the Wireless Rain **CHANNELOCK** program, a complete channel sales partner strategy and deployment platform, as a service to its clients. **CHANNELOCK** encompasses a full range of [services for channel development](#) including: industry channel marketing, channel sales training, channel partner web portal, wireless industry connections, distribution sales program, and channel partner recruitment service. A wide variety of companies from product manufacturers, software developers and web application service providers have utilized the program to expand their reach to alternative channels of distribution.

"Steve's experience in channel and sales management as well as building strategic alliances in the wireless industry will be particularly valuable to the growing roster of 151 Ventures mobility clients," said Bill Rom, managing partner, 151 Ventures. "His **CHANNELOCK** program for building complete channel platforms throughout the mobile ecosystem has proven successful time and time again and we're excited to add those capabilities to our service offering."

Mr. Brumer was the president and co-founder of Global Wireless Data, a national master dealer and value-added distributor of the leading manufacturers of wireless products and services. Under his direction, the company went from a self-funded start-up to over \$18 million in revenue and became the largest master dealer for AT&T Wireless, Verizon Wireless, T-Mobile and Sprint providing thousands of resellers, dealers and agents with the provisioning of tens of thousands of wireless activations.

Mr. Brumer is an active thought leader in the wireless world, having spoken on wireless technology, products and future trends at CTIA, Wireless IT, CIO Symposium, C3 Expo & AFSM.

About 151 Ventures

151 Ventures (www.151ventures.com) is a leading consulting and advisory firm that helps mobile software and technology companies build revenue and accelerate time to market through proven business development, sales, marketing and distribution strategies. The firm helps clients develop a winning go-to-market strategy and then execute it to build revenue and drive profits. With experience from executive level positions at Fortune 500 companies and building successful, profitable technology startups, 151 Ventures leverages its extensive network of relationships around the world to position clients for growth and long term success.

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