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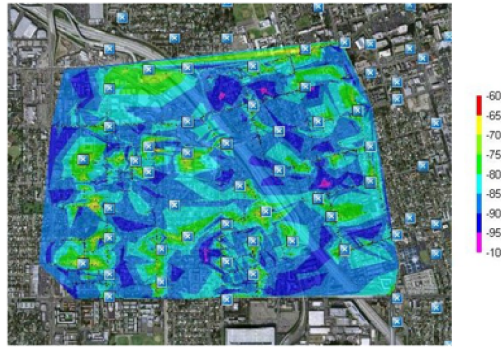
In the early days of Fixed Wireless Access broadband networks, I found myself facing a daunting challenge: confirm that my company's municipal wireless networks would support mobile voice in underserved communities. Armed with nothing but determination and a few makeshift tools, I embarked on an effort to create a coverage map that would guide our development investments. The data revealed that while the technology showed promise, the market wasn't ready-leading to a tough but necessary pivot in our strategy.

- A small area of the Anaheim network was surveyed to determine signal coverage.
- Blue markers indicate AP locations.
- Red markers indicate where signal strengths were measured.
- Not all areas were accessible.



N=112k data points

- Colored areas indicate approximate Wi-Fi signal strengths from APs.
- Test data suggests that devices may have difficulty making connections in the blue shaded areas.



N=2.8k data points

This experience shaped my approach to product leadership: combining technical understanding with data-driven decision making. At TruConnect, I led the development of CBRS solutions focused on bridging the digital divide, while managing supply chain operations and strategic partnerships. At DIRECTV, I identified and resolved satellite communication issues impacting one million customers, demonstrating my commitment to delivering reliable connectivity at scale.

My decade of experience in telecommunications product management-spanning wireless technologies, network optimization, and strategic product development aligns perfectly with companies interested in bridging the digital divide. I look forward to speaking.

Best regards,
David

P.S. I did the same exercise in Taipei during a typhoon. But that's a story for another time.