

# William M. Newman

216 Heatherwood Road  
Erdenheim, PA 19038

215-840-8890  
wnewman@temple.edu

**PROFILE** Experienced economist with more than thirty years of teaching, management, consulting, market research, and product development experience.

**INDUSTRY SPECIFIC SKILLS**

- Incremental Cost Development
- Expert Witness
- Competitive Analysis
- Market Forecasting
- Product Development
- Survey Research

**PROFESSIONAL EXPERIENCE**

TEMPLE UNIVERSITY (September 2006 – Present)  
**Assistant Professor of Economics**, September 2014 – Present  
Teach ECON 3501 (Intermediate Microeconomics) and multiple large classes (70 to 120 students) of ECON 0858 (The American Economy); developed and taught department's first online ECON 1102 (Microeconomics Principles) class.  
Outstanding Undergraduate Teaching Award for Economics (AY: 2020 / 2021)  
**Adjunct Faculty**; Macroeconomics and Microeconomics, 2006 – 2014  
Temple University Economics Adjunct Teacher of the Year Award, 2011 - 2012  
MONTGOMERY COUNTY COMMUNITY COLLEGE (Sept. 2003 – Dec. 2017)  
**Adjunct Faculty**; Macroeconomics and Microeconomics

NEWMAN ASSOCIATES (2002 to 2012)  
Business and Economic Consulting Services

- Prepared, presented and defended business competition testimony for Verizon.
- Provided regulatory support to Verizon Receivables Management organization to achieve more uniform practices across numerous state jurisdictions

PRIMETRICA, INC.,  
**Director, Consulting Services** (October 2004 – December 2006)  
Responsible for expanding consulting and research capabilities of PriMetrica

- Expand technical capabilities through use of additional analytical techniques
- Expand geographical markets served
- Develop new syndicated data products from existing PriMetrica database assets
- Provide consulting assistance to clients in areas of market research, competitive analysis, regulatory issues and testimony

TNS TELECOMS, Jenkintown, PA  
**Executive Vice President** (1993 - 2001)  
Directed all activities in developing products to measure and track market shares in the Telecommunications and Cable/Satellite TV industries.

- Increased annual revenues from \$500K to \$10M, and work force from three to more than sixty by building and marketing products needed by industry to track competition.
- Grew client base to include all major telecommunications provider companies.
- Managed the development of syndicated products, tracking prices of telecommunications services and purchasing activities and behaviors of business and residential customers.
- Created and developed: *Business Customer Syndicated Products*, including ongoing survey of business customers tracking their voice and data usage, and firm level estimates of telecommunications spending, access lines and bandwidth demand; and *Residential Customer Syndicated Products*, including ongoing survey, bill harvesting and household scoring products. These products have been purchased by most major service providers in the industry and used by the FCC and the DOJ in addressing telecommunications issues.
- Authored industry magazine article comparing wireline and wireless time-of-day calling.
- Provided consulting support to clients.

BELL ATLANTIC, Philadelphia, PA

**Director/District Staff Manager** (1990 - 1993)

Managed Regulatory District organization, analyzed rate structure issues influenced by the regulatory/external environment, and directed the development of product and service prices.

- Coordinated activities of legal, marketing, financial, service cost, and product management personnel to meet regulatory and marketing objectives. Achieved 24 hour approval time for Centrex custom pricing proposals.
- Identified issues; prepared, administered and interpreted tariffs; analyzed regulatory rules and procedures; and determined revenue impact of all intrastate rate changes and introduction of new products and services. Prepared and presented testimony supporting all new rates and underlying incremental costs.

**District Staff Manager** (1985 - 1990)

Managed Product Management District organization, developed and presented testimony supporting rate structure proposals in Pennsylvania and Delaware.

- Assessed the competitive, technological and regulatory environments to establish market-based rates and flexible pricing for all intrastate products and services.

**District Staff Manager** (1984 - 1985)

Developed plans and strategies to enable regulated subsidiaries to achieve corporate cost of capital objectives.

- Formulated and coordinated cost of capital and financial policy portions of rate filings in New Jersey, Pennsylvania and Delaware.

**District Staff Manager** (1982 - 1984)

Managed staff of twenty-five developing corporate revenue forecast, and the integration of the forecast with specific product, accounting, marketing and engineering forecasts.

- Provided Product Management organization with demand analyses, competitive analyses, economic analyses, quantitative forecasting and data support.
- Estimated the revenue contribution of carrier access charges for initial FCC filing (1983), including first discussion and quantification of service bypass.
- Prepared demand response revenue estimates for rate filings and served as rebuttal witness.

AT&T, New York, NY

3 years

**District Staff Manager** (2 years)

Consulted with all Bell System operating companies for econometric demand analysis and forecasting.

- Developed and taught courses in demand analysis and forecasting to all levels of management.

**Staff Supervisor** (1 year)

Managed econometric cost study estimating the incremental cost of access, local and toll usage for use in AT&T anti-trust case.

BELL OF PENNSYLVANIA/DIAMOND STATE TELEPHONE, Philadelphia, PA 4 years

**Senior Administrative Assistant**

Consulted on demand analysis, economic analysis and forecasting to all departments.

- Constructed econometric demand models used in general rate case filings by Bell of Pennsylvania and Diamond State Telephone.

## EDUCATION

TEMPLE UNIVERSITY, Philadelphia, PA

**A.B.D. in Economics** (concentration in econometrics and industrial organization)

**M.A. in Economics**

**B.B.A. in Economics**

## **Publications and Industry Reports:**

*Reality Check on Bill and Keep*, Cellular Business, February 1997

*Reality of "bill & keep"*, America's Network, January 1997

*Economic Impact of Deregulating U.S. Communications Industries*, with Jerry Hausman, Larry Vanston and Robert Harris, The WEFA Group, February 1995

*The Telecommunications Industry - Rapid Change and Rapid Growth*, with Mohsen Bonakdarpour and Paul Rappoport, The WEFA Group, U.S. Industry Outlook, January 1994

*Economic Impact of Eliminating the Line-of-Business Restrictions on the Bell Companies*, with Bruce Egan, Rick Emmerson, Paul Rappoport and Lester Taylor, The WEFA Group, July 1993

*The Role of Cost Analysis in Decision Making*, prepared for and presented to The Delaware Public Commission staff, November 1986.

## **Regulatory Proceedings;**

Prepared, presented and defended expert testimony as a Bell Atlantic employee and as an independent consultant in fifteen separate proceedings in Delaware, New Jersey, Pennsylvania and Virginia