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# Driving Innovation in Telecoms: An Interview with David Zoldan, CEO of Launch 3 Telecom



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David Zoldan is a leader who has built his career at the forefront of modern telecommunications, combining entrepreneurial instinct with a deep understanding of how connectivity underpins today's digital world. As Founder and Chief Executive Officer of Launch 3 Telecom, he has guided the company from its early beginnings into a globally respected provider of wireless infrastructure solutions, supporting mobile operators, contractors and network providers across multiple markets. What distinguishes Zoldan's journey is not only the scale of the business he has created, but also his practical, forward-thinking approach to innovation and problem-solving in a rapidly evolving industry. In this TechBullion interview, he shares insights into his professional path, the challenges of growth in the telecom sector, and his perspective on how next-generation networks will continue to reshape communication, commerce and everyday life in the years ahead.

## 1) Please tell us a little more about yourself.

My name is **David Zoldan**, and I'm the founder and CEO of **Launch 3 Telecom**. I founded the company in 2004 in Fairfield, New Jersey, with a clear focus on supporting the telecommunications industry through periods of rapid technological change.

We originally began by providing asset recovery services during the decline of traditional landline technology and the emergence of Voice over IP. As the industry evolved, we adapted alongside it—shifting our focus toward the expansion of wireless infrastructure, which has been the primary growth engine of telecom over the past two decades. From 2G through 5G, our work has closely aligned with the rollout and optimization of wireless networks nationwide.

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Under my leadership, Launch 3 has grown from a small startup into a national distributor for leading telecom manufacturers. Today, we offer a comprehensive portfolio that includes fiber, coax, grounding materials, electrical components, and testing equipment, serving Tier 1, Tier 2, and Tier 3 wireless carriers, as well as contractors across the U.S.

We've also expanded into third-party logistics (3PL), providing inventory management, site kitting, and customized logistics solutions that help our partners operate more efficiently. In parallel, we launched an electrical products line focused on supporting utility companies with critical infrastructure components.

I've always believed that long-term success in this industry comes from anticipating where the market is going and building the operational strength to meet those future demands. Today, Launch 3 employs over 60 people across multiple locations, and we continue to grow by staying agile, customer-focused, and committed to operational excellence.

## 2) What inspired Launch 3 Telecom, what was your original vision for the company, and how has that vision evolved as the telecommunications industry has changed over time?

What inspired Launch 3 Telecom was not a perfectly crafted business plan or a long-term vision on day one—it was opportunity.

When I started the company in 2004, I was fresh out of school, eager to build something of my own, and willing to take calculated risks. The original focus was straightforward: providing asset recovery services to telecommunications companies. At the time, the industry was in the middle of a major transition, and I saw an opening to deliver value by helping operators manage and recover legacy infrastructure.

In the early years, the company grew through trial and error, hands-on learning, and persistence. I didn't come into the business as an expert—I became one by immersing myself in every aspect of telecommunications, from data networking and fiber to wireless technologies. As I gained deeper insight into how the industry functioned, the vision for Launch 3 naturally became clearer and more ambitious.

As telecommunications evolved, so did we. The shift from landline to wireless communication, the nationwide fiber buildouts, and the industry's move from low-bandwidth to high-bandwidth technologies fundamentally reshaped the market. We adapted by expanding our capabilities to support the infrastructure behind 2G through 5G, as well as the hardware and services required to power modern networks.

Today, Launch 3 has evolved into a full-scale provider of telecom and electrical products, distribution, and third-party logistics services. Our vision is now firmly centered on enabling the infrastructure that supports how the world connects —by delivering reliable products, scalable logistics, and solutions that evolve alongside the industry itself.



## 3) Launch 3 has grown into a global provider of wireless equipment and logistics services. What differentiates your approach to distribution and logistics from others within the telecom supply chain?

What truly differentiates Launch 3 Telecom is the combination of deep industry expertise, operational agility, and an uncompromisingly customer-centric approach.

While many companies in the telecom supply chain focus purely on volume and scale, we've built our business around understanding the real-world needs of carriers, utilities, government agencies, and public safety organizations. With more than two decades in the industry, we don't just distribute equipment—we understand how, where, and why it's deployed, and what's at stake when networks go down.



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Because we've grown as an underdog, we've had to earn every customer relationship. That's driven us to go well beyond standard distribution models, offering personalized service, creative problem-solving, and logistics solutions that larger, more rigid competitors often can't match. Our size allows us to stay agile, move quickly, and adapt to non-standard requests—whether that's customized site kitting, emergency deployments, or complex supply chain challenges.

That agility has allowed us to support mission-critical operations over the years. We've supplied telecommunications equipment to the U.S. government and military operations overseas, including deployments in Iraq and Afghanistan. We've supported emergency response efforts when communications systems failed, [helping restore connectivity for public safety agencies](#) during major incidents. We've also played a role in highly secure environments—supporting specialized wireless infrastructure projects for correctional facilities to ensure controlled, reliable communication systems.

At the core of it all is a simple philosophy: when connectivity matters most, our customers need a partner who understands urgency, accountability, and execution. That mindset—combined with industry knowledge and flexible logistics—is what sets Launch 3 apart in the telecom supply chain.

#### **4) Over the past decade, what have been the most significant drivers of growth for Launch 3, both from an operational and a cultural perspective?**

Over the past decade, the growth of Launch 3 Telecom has been driven by a deliberate combination of operational expansion and cultural discipline.

From an operational standpoint, diversification has been one of the most significant growth engines. We expanded well beyond a narrow product offering to build a broad portfolio that includes wireless and electrical products, fiber and coax, grounding materials, and a full suite of testing equipment—including sales, rentals, leasing, and repair services. As we added new vendors and strengthened manufacturer partnerships, we also became a top distributor for several leading telecom brands.

Another major driver has been the expansion of our logistics and third-party logistics (3PL) services. We've invested heavily in inventory management, asset tracking, and fulfillment capabilities, allowing us to manage millions of dollars in customer-owned inventory. Rather than forcing customers to operate and staff their own facilities, we provide end-to-end logistics solutions—handling storage, kitting, tracking, and distribution with precision and accountability. That required significant investment in systems, technology, and process—but it's become a major differentiator and growth lever for us.

Geographic expansion has also played a critical role. While Florida is a key operational hub, we support customers across multiple states, enabling faster delivery, regional redundancy, and scalable logistics nationwide. In parallel, we invested in our e-commerce platform, which broadened our customer base, improved accessibility, and allowed us to serve a wider range of clients more efficiently.

Culturally, our growth has been driven by a mindset of continuous improvement, ownership, and customer accountability. We've built a team that understands the importance of precision in this industry—because mistakes are costly and downtime is not an option. That culture of responsibility, combined with an entrepreneurial willingness to adapt and invest ahead of demand, has allowed us to scale without losing the customer-first approach that defined our early years.

Together, these operational and cultural foundations have enabled Launch 3 to grow sustainably while remaining agile in an industry that never stops evolving.

#### **5) The telecommunications sector is evolving rapidly, particularly with the rollout of 5G and the rise of edge computing. How is Launch 3 positioning itself to support customers through these technological shifts?**

The rapid evolution of the telecommunications sector—particularly with the rollout of 5G and the rise of edge computing—has reinforced the importance of being both proactive and adaptable, and that's exactly how we're positioning Launch 3 Telecom.

At a foundational level, we've continued to expand and diversify our product portfolio to support the infrastructure required for these technologies. As 5G deployments accelerate nationwide, the demand for fiber, wireless hardware, broadband components, and data-center-ready equipment has increased dramatically. We supply products that support not only wireless networks, but also the fiber backhaul and data center infrastructure that make low-latency, high-bandwidth connectivity possible.

Equally important has been our investment in people and vendor strategy. We've strengthened our procurement and vendor management teams to actively onboard new manufacturers and emerging technologies. That allows us to stay ahead of market shifts, stock the right products early, and ensure our customers have access to the equipment they need as new standards and architectures come online.

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Beyond traditional telecom, we're also positioning ourselves at the intersection of connectivity and electrification. On the electrical side of the business, we supply a significant volume of products to utilities and infrastructure developers, including those building EV charging networks. Our customers are deploying charging stations for major EV platforms across the country, and we've already supported hundreds—if not thousands—of EV charging installations. That work aligns directly with the broader electrification of America and the infrastructure required to support it.



Ultimately, our approach is about enabling the ecosystems behind these technologies. Whether it's 5G, edge computing, fiber expansion, data centers, or EV infrastructure, we focus on providing the hardware, logistics, and supply chain expertise that allow our customers to execute at scale and with confidence as these technologies continue to evolve.



## **6) Launch 3 has expanded into areas such as third-party logistics and testing equipment distribution. What is the strategic rationale behind these moves, and how do they support the company's long-term objectives?**

The strategic rationale behind our expansion into third-party logistics and testing equipment has always been rooted in alignment—these services naturally complement the core needs of the telecommunications industry and support our long-term objectives.

In the case of testing equipment, the logic was straightforward. Customers who purchase telecom infrastructure hardware also require reliable tools to test, deploy, and maintain that equipment in the field. By offering testing equipment sales, rentals, leasing, and repair, we're able to provide a more complete solution to a customer base we already serve—reducing friction, improving efficiency, and strengthening long-term relationships.

Our move into third-party logistics (3PL) was driven by a similar customer-driven insight. As the industry scaled, we saw many of our customers struggling with rising costs tied to warehousing, inventory management, transportation, and labor. These are critical functions, but they're not what our customers do best. What they do best is build and deploy networks.

Because we already had deep expertise in distribution, warehousing, and inventory control, expanding into logistics was a natural evolution. Today, we provide comprehensive 3PL services—including warehousing, asset tracking, inventory management, and trucking—so our customers can offload operational complexity and stay focused on execution in the field.

Strategically, these expansions move Launch 3 beyond transactional distribution and position us as a long-term operational partner. By embedding ourselves deeper into our customers' supply chains, we increase stickiness, scalability, and relevance—while building a platform that supports sustainable growth as the industry continues to evolve.

## **7) As CEO, how do you cultivate a company culture that encourages innovation while remaining agile enough to respond to changing customer needs in a highly competitive market?**

As CEO, I believe culture starts at the top, and for me, that means fostering an environment where creativity, accountability, and execution coexist.

I've always approached challenges with an entrepreneurial mindset—my instinct is to get creative, think differently, and avoid defaulting to “the way it's always been done.” I actively encourage our team to challenge assumptions, explore unconventional solutions, and focus on what our customers aren't doing yet. In a highly competitive market, innovation isn't optional—it's how you stay relevant.

At the same time, agility is critical. One of our biggest advantages is that we don't operate through layers of bureaucracy. When an idea makes sense, we move on it. I rely heavily on the strength of our leadership team and staff to execute quickly, refine along the way, and adapt in real time. That ability to act fast—without sacrificing quality—is a direct reflection of trust and alignment across the organization.



Culturally, we've built a workplace where people want to stay. We now have 70+ employees across multiple locations, and many have been with Launch 3 for well over a decade. That level of retention doesn't happen by accident. We set high expectations, but we also operate with respect, transparency, and a calm, solution-oriented approach. When issues arise, we address them directly, learn from them, and move forward—without blame or toxicity.

I'm proud that customers, partners, and even competitors consistently comment on our culture. They can feel it the moment they interact with our team. It's a culture built on mutual respect, hard work, and shared ownership—and it's a major reason we're able to innovate, stay agile, and continue growing in a fast-moving industry.

## **8) What have been the most significant challenges in scaling Launch 3 on a global level, and what key lessons would you share with other technology founders navigating similar growth journeys?**

One of the biggest challenges in scaling Launch 3—particularly on a global level—has been the pace of technological change. Telecommunications evolves faster than almost any other industry, and one of the most important lessons I've learned is that you can't fall in love with legacy technology. What's critical today can become irrelevant very quickly, and companies that don't adapt at the same speed as the industry inevitably fall behind.

Wireless, in particular, doesn't evolve in slow, predictable cycles. Each generation of technology accelerates the next, and that creates both opportunity and risk. Scaling in this environment requires constant reinvestment—in products, partnerships, systems, and people—while staying disciplined enough to avoid overcommitting to technologies or trends that may not last.

Another major lesson is understanding that rapid expansion often comes with periods of contraction. We've seen many companies grow quickly, only to struggle with sustainability or disappear entirely. Longevity requires balance. From early on, we made a conscious effort not to put all of our eggs in one basket—whether that's a single product category, a single customer, or even a single market segment.

Diversification has been essential to our ability to weather market shifts. Technology changes, customer priorities shift, and even industry leaders can be disrupted overnight. By expanding across products, services, and customer types, we've been able to stay resilient while continuing to grow.

For other technology founders navigating similar growth journeys, my advice is simple: stay adaptable, remain humble in the face of change, and build a business that's flexible enough to evolve without losing its core strengths. Growth is important—but sustainable growth is what allows a company to endure.



## **9) How do you integrate customer feedback into your product offerings and service delivery, and can you provide an example of where this has directly shaped your business strategy?**

Customer feedback plays a central role in how we shape both our product offerings and service delivery at Launch 3 Telecom. It's not something we collect passively—it's something we actively seek out and build into our daily operations.

From the outset of every customer relationship, we position ourselves as a long-term partner, not just a vendor. That means we encourage open dialogue and consistently ask what's working, what isn't, and where we can make our customers' lives easier. When we receive feedback, we don't treat it as a one-off request—we look at whether it can be systematized and scaled across our broader customer base.



For example, customer input has directly shaped how we've built our internal systems and workflows. When customers needed faster response times, we implemented performance tracking and accountability measures across our sales and support teams. When shipping visibility and turnaround became critical, we invested in logistics software and infrastructure to improve quoting speed, transparency, and cost efficiency. We've also customized our cloud-based platforms—adding fields, adjusting documentation formats, and refining reporting—to align with how our customers actually operate in the field.



One of the most impactful outcomes of this feedback-driven approach has been our logistics and 3PL services. Rather than offering an out-of-the-box solution, we design highly customized logistics programs tailored to each customer's operational needs—whether that's inventory tracking, site kitting, or regional fulfillment. Those services exist today because customers told us what they needed, and we built around it.

On a personal level, I also believe strong relationships matter. Shared interests—whether it's MMA, motorsports, or fishing—often create genuine connections that open the door to more honest conversations. Those conversations frequently lead to insights that help us serve customers better.

At the end of the day, our strategy is simple: listen carefully, act decisively, and build solutions around real-world feedback. That mindset has directly influenced how Launch 3 operates—and it continues to guide how we grow.

## 10) Looking ahead, which emerging trends in the telecom ecosystem excite you most, and how do you expect Launch 3 to adapt or innovate to capitalise on these opportunities over the next five years?

Looking ahead, one of the most exciting forces shaping the telecom ecosystem is the rapid emergence of artificial intelligence and the massive infrastructure demand that comes with it. AI is fundamentally accelerating the need for bandwidth, low latency, and resilient network infrastructure, and that directly aligns with the products and services we provide.

As AI-driven applications continue to scale, they're placing unprecedented pressure on wireless networks, fiber backhaul, data centers, and edge infrastructure. Launch 3 is well-positioned to support that growth by supplying the hardware, logistics, and operational support required to build and maintain these high-capacity networks.

Geographic expansion is another major focus for us over the next five years. Today, our operations span the East Coast—from New England through Florida, and we're actively expanding our footprint. Our goal is to establish strategic operations in the Midwest and on the West Coast, allowing us to support customers nationwide with greater speed, redundancy, and scale. Building that national presence is a critical step in serving the next generation of infrastructure demands.

Innovation, for us, isn't about chasing trends—it's about preparing for what those trends require operationally. Whether it's AI-driven bandwidth growth, [nationwide fiber expansion](#), or next-generation wireless deployments, we plan to continue investing in people, systems, and partnerships that allow us to stay ahead of demand and deliver real value to our customers.

We have seen very strong momentum over the past few years. Launch 3 Telecom currently generates \$20M+ in annual revenue, and we continue to experience sustained growth as demand for secure, scalable telecommunications solutions increases, with our focus firmly on delivering reliable infrastructure and long-term value to enterprise clients. Over the next five years, Launch 3 will continue to evolve as the infrastructure partner behind the technologies shaping how the world connects—and that's what excites me most about what's ahead.

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