



# ROCCO 100




ISSUE 2 - 2021  
by ROCCO



# TABLE OF CONTENTS

02	.....	// TABLE OF CONTENT //
04	.....	// TEAM //
06	.....	// SHELENE HUDSON TRIBUTE //
07	.....	// INTRODUCTION //
08	.....	// WHY ROCCO 100? //
09	.....	// THE HISTORY OF ROCCO 100 //
10	.....	// METHODOLOGY //
11	.....	// THE JUDGES //
12	.....	// THE ATTRIBUTES SCORES //
13	.....	//ANALYSIS AND RESULTS //
14	.....	// RESULTS AND DISCUSSIONS //
16	.....	// REGIONAL DISTRIBUTION BY GENDER //
17	.....	// AGE DISTRIBUTION BY GENDER //
18	.....	// COMPANY TYPE BY GENDER //
19	.....	// ATTRIBUTES: PERCENTAGE BY GENDER //
21	.....	// GENDER GAP BY REGION //
23	.....	// AGE GROUPS BY REGION //
25	.....	// COMPANY TYPE BY REGION //
27	.....	// ATTRIBUTES: PERCENTAGES BY REGION //
29	.....	// GENDER DISTRIBUTION BY COMPANY TYPE //
30	.....	// REGIONAL DISTRIBUTION BY COMPANY TYPE //



31	.....	// AGE GROUPS BY COMPANY TYPE //
33	.....	// ATTRIBUTES: BY COMPANY TYPE //
35	.....	// GENDER DISTRIBUTION BY AGE GROUP //
36	.....	// COMPANY TYPE DISTRIBUTION BY AGE GROUP //
37	.....	// REGIONS BY AGE GROUPS//
38	.....	// ATTRIBUTES: BY AGE GROUPS //
42	.....	// LIST OF CANDIDATES //
44	.....	// TOP 25 //
104	.....	// CANDIDATES FROM 26 TO 100 //
175	.....	// REFERENCES //
176	.....	// NOTES FROM ROCCO //

# BEHIND EVERY ROCCO REPORT IS A GREAT TEAM



LEAD RESEARCHER

ANTONIO RODRÍGUEZ

Antonio is the main researcher at ROCCO based in Spain. With a background in economic research, his approach is based on linking the insights provided by interviewed companies with academic debates related to the telecom sector.

ANTONIO GÓMEZ

Antonio is the main Graphic Designer at ROCCO based in Spain. He has crunched the numbers, created the graphs, and made the final touches to this report making sure all the key trends are represented.



GRAPHIC DESIGNER



CEO ROCCO RESEARCH

## JASON BRYAN

Jason is the CEO of ROCCO Research based at ROCCO HQ in Spain. He has overseen the last 7 years of in-depth monthly research on Industry Analysis, Vendor Performance, Market Intelligence and Market Pricing in the Roaming and Interconnect space. Jason founded ROCCO in 2012, building on more than 20 years experience of Roaming and Interconnect roles in Vodafone, Telefonica International Wholesale Services Groups and a number of Vendors.

## DHIRAJ WAZIR

Dhiraj is the CEO of ROCCO Strategy and one of the few subject matter experts in the Telecommunications field of Roaming & Interconnect. Dhiraj has spent over 19 years working on Roaming Wholesale, Product Management and Retail Propositions.

Dhiraj has had a broad remit, building his telecom career with the Hutchison group, T-Mobile, EE and BT before joining ROCCO. Dhiraj is based in London, UK.



CEO ROCCO STRATEGY



We would like to pay homage to  
Shellene Hudson, Head of  
Roaming at Cable and Wireless  
Communications who sadly died  
on International Women's day  
2019. Shellene made a great  
contribution to our industry and  
was nominated for the ROCCO  
100. She is sadly missed by the  
industry and remembered for her  
beautiful smile and radiant  
personality.



**SHELLENE HUDSON**

**AUGUST 29, 1979 - MARCH 8, 2019**



# INTRODUCTION

ROCCO 100 is a selection of the 100 most influential people in Roaming and Interconnect based on industry opinion, nominations and voting. This report has been structured to start with a general overview. This is followed by an analysis of the results considering variables such as gender, age or region to draw out any general insights like gender gap. Finally, the last section features information about the candidates professional and personal information as well as their ranking position.

While the report focuses on the 100 most influential people, over 150 people were nominated for ROCCO 100. Congratulations go to anyone who was nominated for being noticed and being part of this industry.



## 100?

Roaming and Interconnect wasn't built in a day. It has existed for over 30 years and for the first time we would like to recognise the people who have made our industry what it is today, the 100 most influential people in Roaming and Interconnect. What's really special about this community is the many outstanding people. Some who have been on astonishing journeys in their careers, moving around the industry but always staying part of it. We have a rich culture of people helping and supporting each other and making a difference. People whose ideas and actions have made a significant contribution to the industry. We all have people who teach us, some we know intimately, others who speak to us in conferences or whose wisdom appears only on our device screens. Many of them we admire for their commitment and for inspiring us, but we don't always have an opportunity to share this feedback.

## WHY ROCCO

We want to generate a culture of appreciation by recognising people known and unknown who have played a part in shaping it. The ones in the spotlight at conferences and the ones who quietly make a difference from their cubicle or corner desk. From Andorra to Zimbabwe there's people in every organisation, male or female, young or old, who often get forgotten under the pressure of our day to day work. We are therefore building a community of leaders, who will be at the forefront of sharing ideas, who will challenge each other and from whom we can all learn. When you can connect exceptional people, who knows what exceptional things our industry can produce.

# THE HISTORY OF ROCCO 100

2019 marked the start of ROCCO 100, but the idea had been on our minds for a few years. In 2017 a number of significant voices were crying out for more equality in telecoms. Panel sessions filled with white men, seemed to be more and more common and to a great degree the unconscious bias and traditions of our industry were not enabling women to be recognised or visible as men. The people who use the products and services we make are diverse, so it only made sense that the people who designed them also bring diverse opinions on how they should be made. This is when we had the idea to create a survey where the most influential women in telecoms could become more visible. However, on sharing the ideas it became clear women didn't want to be treated differently to men on any level. What we really needed was inclusion.

Some years ago the team at ROCCO also recognised that many significant people in our industry were not active on social media, they had other platforms and what they were saying and sharing was often lost, much of which was great wisdom and learnings about our industry that we felt needed to be more remembered and made more visible. ROCCO Radio's "Well Connected", "Big Interviews" and "Mastermind" podcasts started the journey to bring visibility to people in a small way but there was still some way to go. In April 2019 the team at ROCCO decided that as well as the other industry wide initiatives we were doing such as "The Innovators", there was also a need to uncover who were the people behind the best companies in our industry and what were they doing. We knew that great companies usually had great leaders, but leaders weren't always the ones at the top or in the spotlight. We knew by identifying the progress of individuals in the industry, we could also spot their progress and encourage learning, mentorship and inspire a new generation of people to be part of our roaming and interconnect world. However, then came the difficult part. We didn't want the selection of these people only to be based on the number of people who voted for them (wouldn't everyone just vote for their boss? and would the boss ask them to do that?) it needed to have more integrity.

There needed to be reasons why the people were selected and our methodology needed as with all our projects to have integrity. Different from all other 130+ research projects we have conducted, this was not about a product or service, this was about people. People, with all their complexity, personality and attributes, we would be recognising individuals that regardless of which company they worked for had an influence on the industry. A complex task lay ahead for the team. Months of debate ensued, calling in confidants from the industry to test theories. This is our most important research project yet and the first time any organisation in our industry has even attempted to do this.

In October 2019 we came to our conclusions on our scope and methodology:

- The scope was Roaming and Interconnect people in any kind of company, role and at any level, anywhere in the world.
- Who have done influential things in the last year.
- Who weren't necessarily "influencers" in the social media sense, they could be known or simply unknown to the industry.
- They would be rated based on several factors, number of votes, attributes and examples of influential things they had done.
- We had two stages, nominations first, then voting, to ensure we had generated enough awareness of the programme and ensure inclusion.
- We decided at the analysis stage to have a panel of people who were known for identifying leadership in people, analytical and who would be able to judge what was influential and what wasn't.
- Above all we wanted to be sure that we identified extraordinary people whoever and wherever they were and we gave them some visibility and a chance to be heard.

# METHODOLOGY

The methodology employed for this report is formed by three major parts which are NOMINATIONS, VOTING and ANALYSIS.

The nomination process consisted of several steps:

- The nominators entered the survey.
- They chose 3 attributes from a list of 12 they considered as representative of an influential person.
- They then chose 3 people they preferred to nominate.
- They provided their contact details in case ROCCO needed to check anything about the nominated people.
- The contact details were also used to notify the nominators about when to vote.

## NOMINATION

## VOTING

In the voting phase, voters who saw the list of nominated people could choose to vote for up to three people:

- They entered the ROCCO 100 Voting survey.
- They selected a nominated person.
- They chose which three attributes represent that specific person.
- They stated in a sentence why they think the nominated person is the most influential from their perspective.
- They had the opportunity to do this for three people.

The analysis of votes ranked the people according to the three elements of their votes which all hold equal importance in the overall ranking.

1. The number of votes they have received: ROCCO ranked all the people according to the number of votes they received.
2. The Attributes Score: ROCCO ranked all the people according to the scores they gained on their attributes.
3. The Judges Opinion: ROCCO used a panel of judges who ranked the ROCCO 100 people according to the statements given by the voters as to why they are influential.
4. ROCCO then brought these three rankings together into an overall score and final ROCCO 100 ranking.

## ANALYSIS

BY ROCCO

# THE JUDGES



VICKY SLEIGHT

Vicky is the Chief Perfect Officer at Perfect Limited. Throughout her career she has gained extensive global experience in building successful initiatives, events, and diversity and inclusion empowerment programmes. One of her major achievements is the creation of the GSMA Connected Women programme on behalf of the Telecoms industry. This programme highlights the opportunities available to women in the industry as well as increases the number of women in senior management positions.

CHARLES TOWERS-CLARK

Charles is the Chairman at Pod Group. He is an international entrepreneur with proven experience at directing companies in a wide range of countries such as the UK or Russia. He has also been very active in the international press and is the author of "The Weird CEO". As a CEO he has pushed innovative initiatives such as preparing employees for A.I. or even letting employees choose their own salaries.



VICTOR PACHECO BERNAL



Victor is the director at the consultancy firm Activa Talento. With a strong focus on coaching and leadership, he has strengthened family businesses by increasing their professionalisation. Moreover, his coaching programmes have been successful in key issues such as professional development or conflict management in companies.

1

THE  
ATTRIBUTES  
SCORE  
WERE  
CALCULATED  
AS  
FOLLOWS

At the nomination stage every nominator first stated which 3 attributes they felt best represented an influential person. ROCCO ranked the attributes chosen by the industry by counting the number of times a nominator selected them. This is felt to be a fair way to judge what attributes make up an influential person. ROCCO therefore did not prescribe which are the most important attributes, the nominators chose that.

2

3

ROCCO selected the top ten attributes and gave them a score based on how important the industry felt they were. ROCCO did not disclose the scoring for each attribute.

At the voting stage, voters chose three attributes which they felt best represented the person they were voting for, the scores for the attributes were calculated, by creating an individual attribute score for each and every vote.

4

All the scores were added up for an individual and all ROCCO 100 were ranked according to attribute score.



ANALYSIS

&

RESULTS

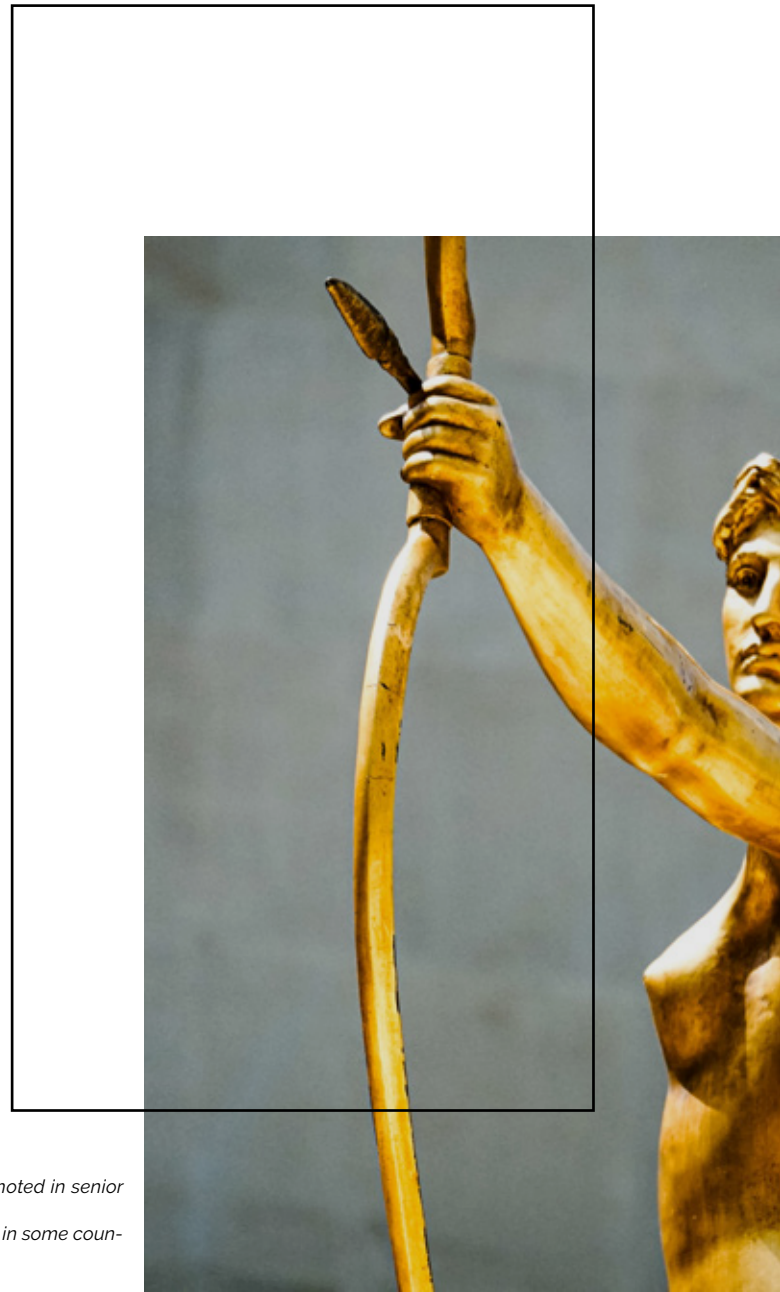
# RESULTS & DISCUSSIONS

Before getting started into a detailed analysis of the data, it is suitable to consider some preliminary information related to the candidates.

First, it should be noted that out of the top 100 candidates, 66 are men and 34 are women. This shows that there is a gender disparity as the male section almost doubles the share of women. The attributes score reflects the aggregate sum of the attributes that a voter considers that a given candidate has. By taking a look at the results of this variable, we find that the average score for men is 18.22 while for women is 18.17, therefore, it cannot be argued that there are significant differences in this regard.

The only striking difference is the fact that there are significantly more men than women in the ROCCO 100. In essence, these results seem to go in line with the existing debates in academia and business about the gender gap. This phenomenon also affects information and communication technologies (ICT), and hence, the telecommunications industry. It should be noted that this concept encompasses many issues and it is also a recurring topic in labour economics as it has an influence on the overall performance of companies. One of the advantages of gender inclusive companies is that they are 45% more likely to improve their market share (Hewlett, Marshall and Sherbin, 2013). Although this gap is related to several issues such as the gender pay gap or the glass ceiling<sup>1</sup> phenomenon, one of the most recurring ideas is whether there is a gender difference in terms of skills for technical careers across genders. In relation to this, the underrepresentation of women in science, technology, engineering and math (STEM) is a recurring pattern in many countries. According to the US Department of Commerce, although women represent almost half of all jobs, they hold less than 25% of STEM related jobs. Moreover, in the UK only 17% of workers in the IT sector are women (Sey, 2019)<sup>2</sup>. Also, it should be noted that women in ICT usually have junior and

supporting roles (Molina, Lin and Wood, 2015), while they show a higher tendency to quit science and engineering jobs than their male counterparts. This is probably the main reason why in our study, as candidates are older the percentage of female representation diminishes.



<sup>1</sup> The glass ceiling reflects all the artificial barriers women face from being promoted in senior positions.

<sup>2</sup> At a global scale, the percentage is below 35%. Moreover, it should be noted that in some countries it is around 2% and in other countries it is around 60%.

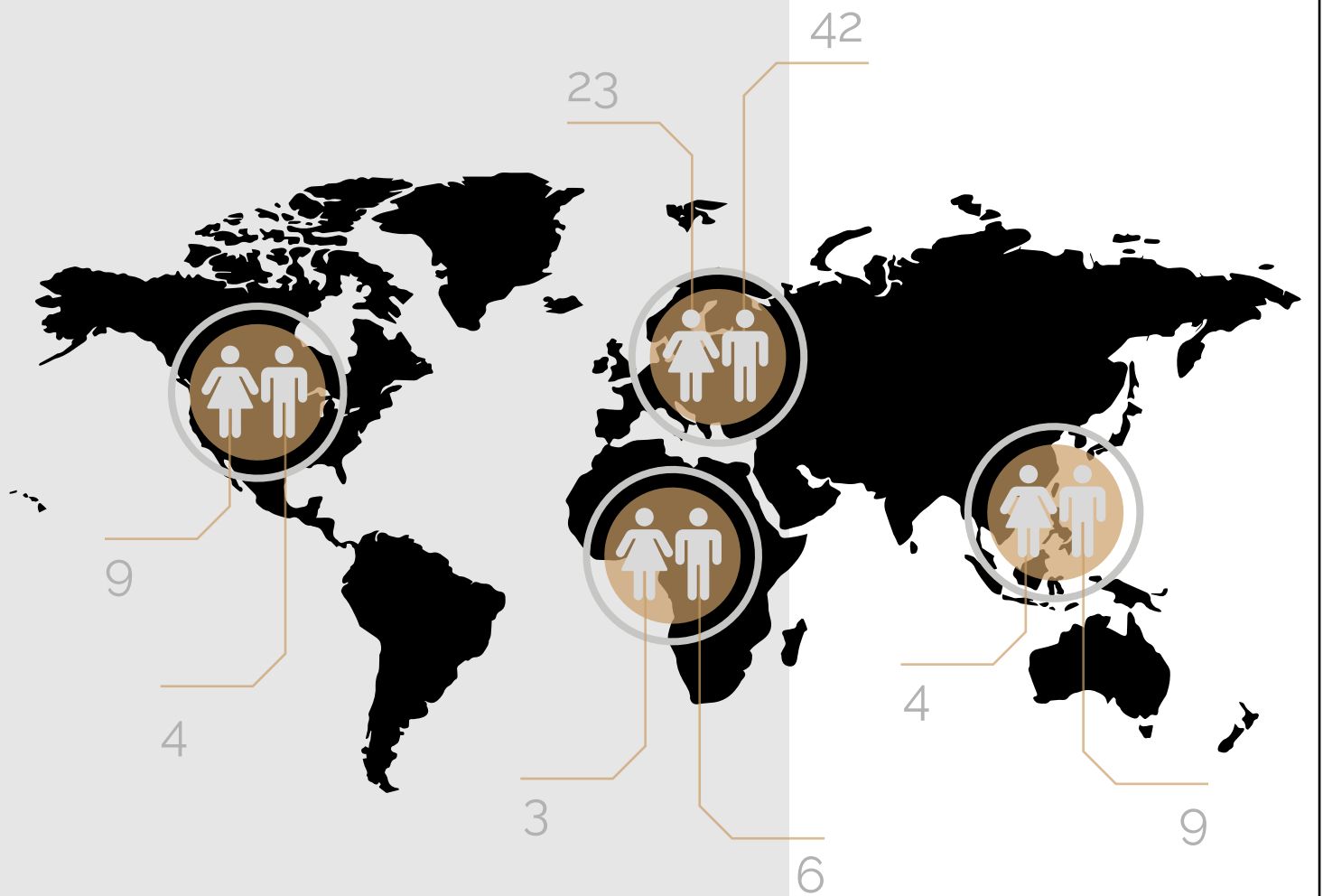
INSPIRATIONAL APPROACHABLE  
SOLVE KNOWLEDGE  
PROBLEMS OPEN  
COMMITTED MIND  
INTEGRITY IMPLEMENTER  
COMMUNICATIONS

#### LIST OF ATTRIBUTES

Since it has been possible to collect a considerable amount of information, we decided to analyse the parameters of gender, age, company type and region. The graphic above lists the main attributes a candidate should have (according to the choices made by the people who nominated the ROCCO 100) in order to be eligible for being considered as an influential person in the industry. Following the discussion about the divergence between men and women, it is interesting to note the gender gap is spread across the globe. In order to measure the regional distribution of candidates we classified them by the country they are currently based in. Also, by focusing on the regional distribution of the ROCCO 100 gives us a proxy of where companies with top talent are located. As the number of observations differs significantly across regions, the following classification has been used: Asia, Middle East and Oceania (AMEO), Africa, Europe and North America.



NUMBER OF CANDIDATES PER REGION



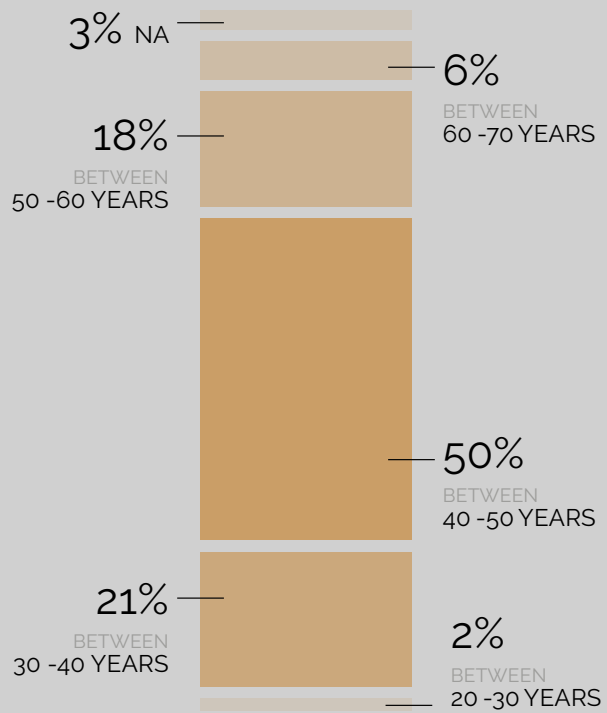
REGIONAL DISTRIBUTION BY GENDER

# REGIONAL DISTRIBUTION BY GENDER

**"THE MAJORITY  
OF INFLUENTIAL  
PEOPLE IN  
ROAMING &  
INTERCONNECT ARE  
BASED IN EUROPE"**

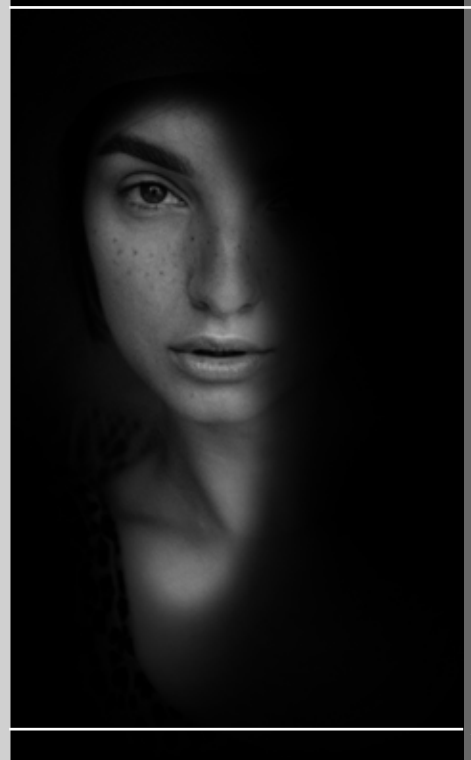
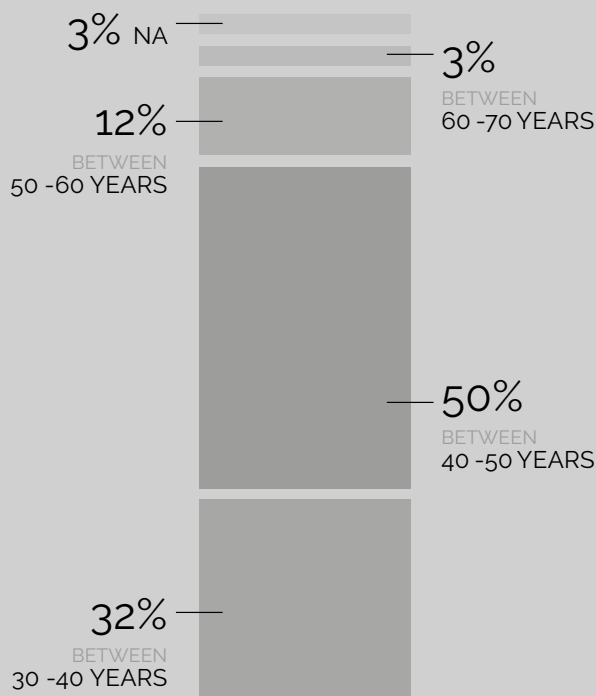
Regarding regional distribution, the majority of both male and female candidates are based in Europe (42 and 23 respectively). Therefore, it can be argued that the regional influence is considerably skewed towards Europe with AMEO and North America neck to neck.

"THE MAJORITY OF  
CANDIDATES BELONG TO  
THE 40-50 AGE GROUP"



## AGE DISTRIBUTION BY GENDER

With regards to age, both men and women show the same percentage of candidates in the 40-50 age group. This is expected as people usually reach seniority and acquire a deep knowledge of the sector they operate in when they are in this age range. Also, although women have a higher share in younger sections, men represent a higher percentage in senior age groups. Finally, the results point out that youth is not a measure of influence and that, in general, people below 30 are not perceived as being influential in the industry.



# COMPANY TYPE BY GENDER

68%



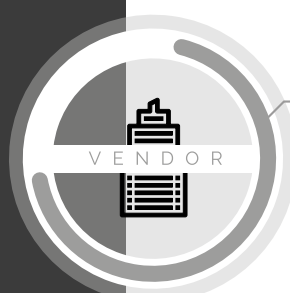
32%



41%



59%



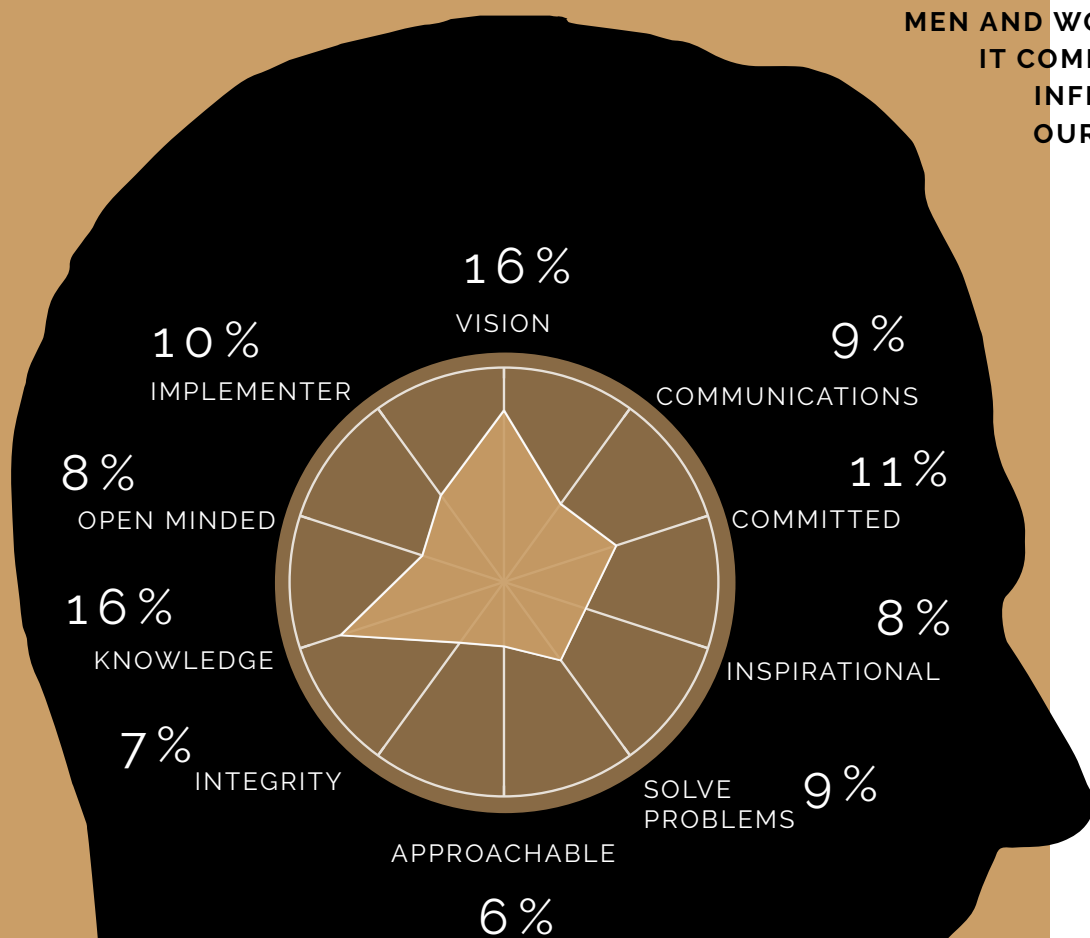
**“THE MAJORITY OF  
INFLUENTIAL  
WOMEN WORK FOR  
MNOs WHILE FOR MEN  
IT IS THE OPPOSITE”**

Besides age or region, we've also analysed company type as a criterion in order to find any specific patterns across Mobile Network Operators (MNOs) and vendors. In the case of women, almost 70% work for an MNO while in the case of men, only 41% work for MNOs. Although we do not have sufficient evidence, this may be explained by the fact that, in general, MNOs are bigger companies and are more sensitive to gender related issues.

# ATTRIBUTES: PERCENTAGES BY GENDER

By making a gender comparison, the results show that women are perceived to be slightly more knowledgeable. It's quite interesting to note that while men are perceived to be more Open Minded and Problem solvers, it's women who score higher than men in getting things done (Implementer).

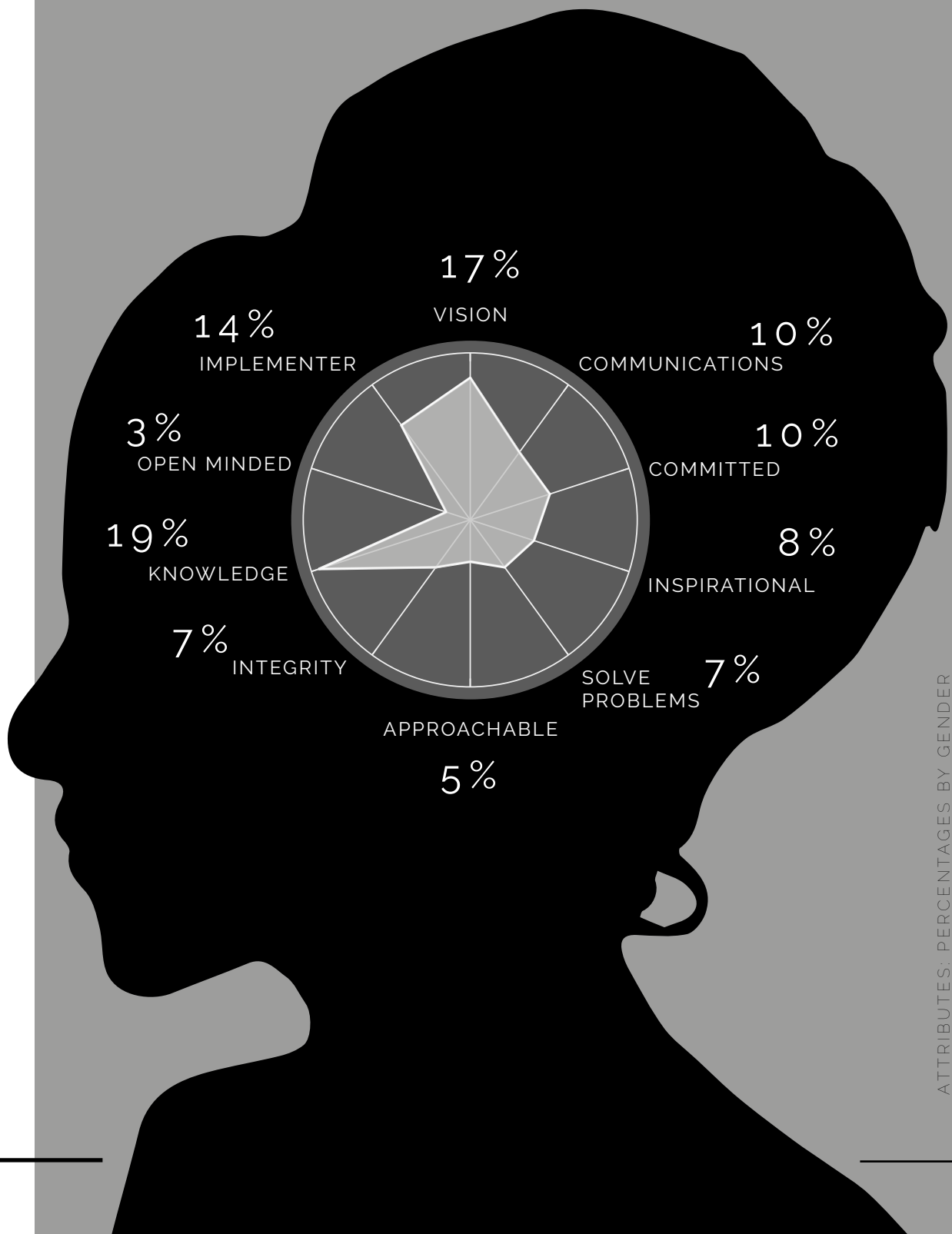
**"ACCORDING TO VOTERS TO THE ROCCO 100 RESEARCH, THERE'S NO SIGNIFICANT DIFFERENCE BETWEEN MEN AND WOMEN WHEN IT COMES TO BEING INFLUENTIAL IN OUR INDUSTRY"**



**"MEN ARE THOUGHT TO HAVE GREATER INFLUENCE BY BEING SLIGHTLY MORE OPENMINDED AND BETTER PROBLEM SOLVERS"**

# ATTRIBUTES: PERCENTAGES BY GENDER

"WOMEN ARE THOUGHT TO HAVE GREATER INFLUENCE BY BEING SLIGHTLY BETTER IMPLEMENTERS AND MORE KNOWLEDGEABLE THAN MEN"

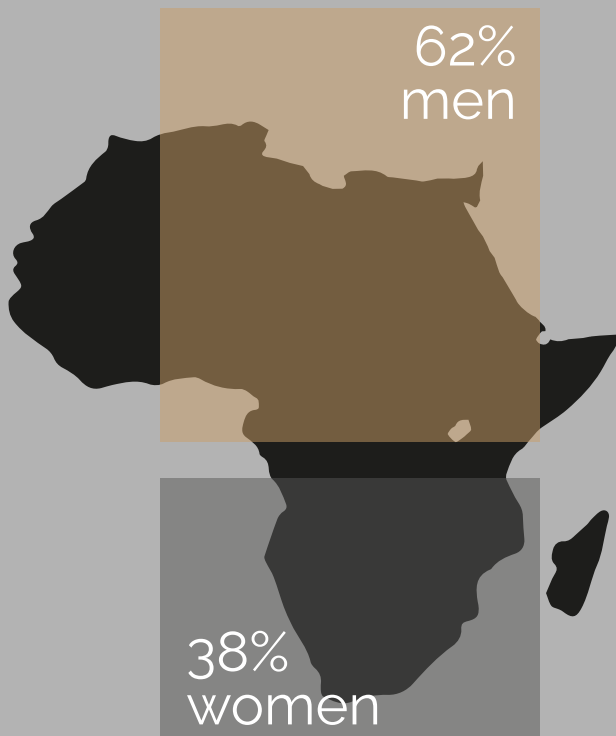


ATTRIBUTES: PERCENTAGES BY GENDER

# GEN DER GAP

## BY REGION

AFRICA

71%  
men29%  
women

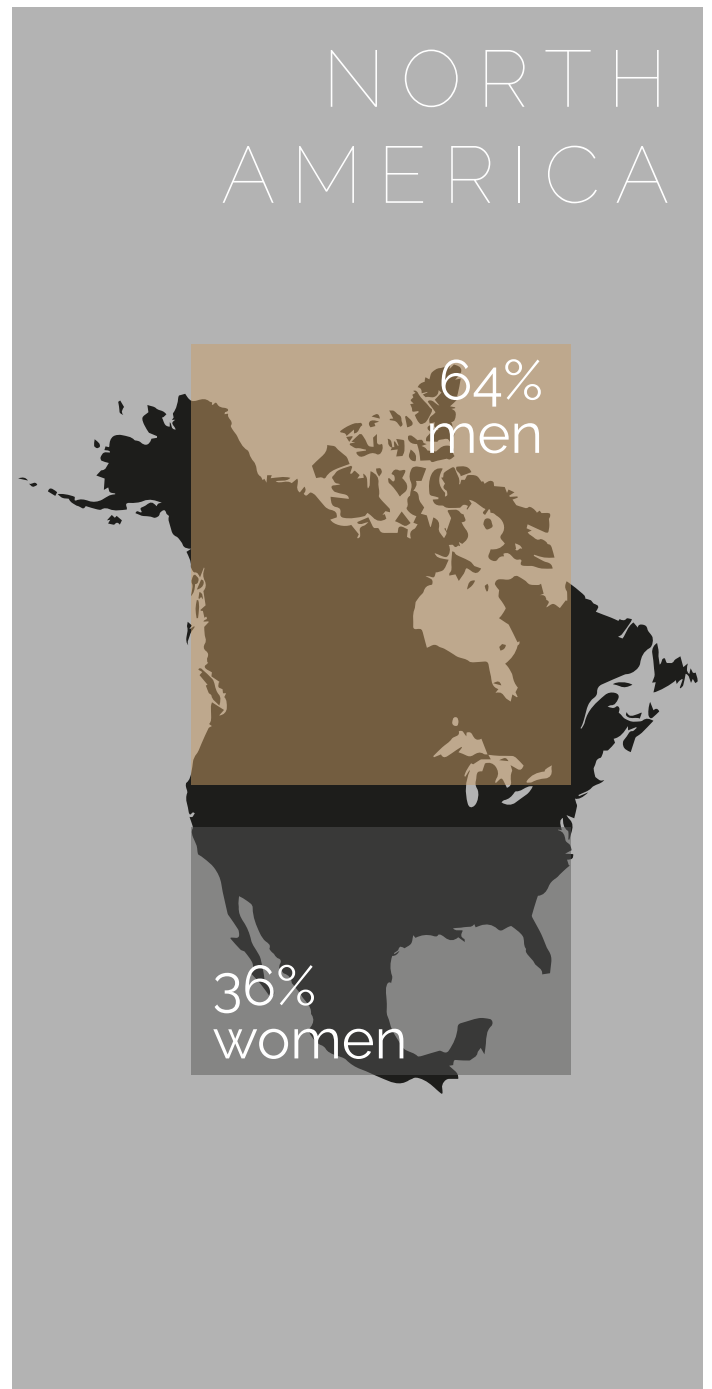
AMEO

From a regional perspective, in each region the number of women participants is under 40% of total candidates which is an indication of gender gap within this sector. The region where women represent a higher share is Africa with a 38%. This is followed by both Europe and North America with 36% and AMEO with 29%.

**"AFRICA IS THE REGION  
WITH THE LOWEST  
GENDER GAP"**



# GEN DER GAP BY REGION



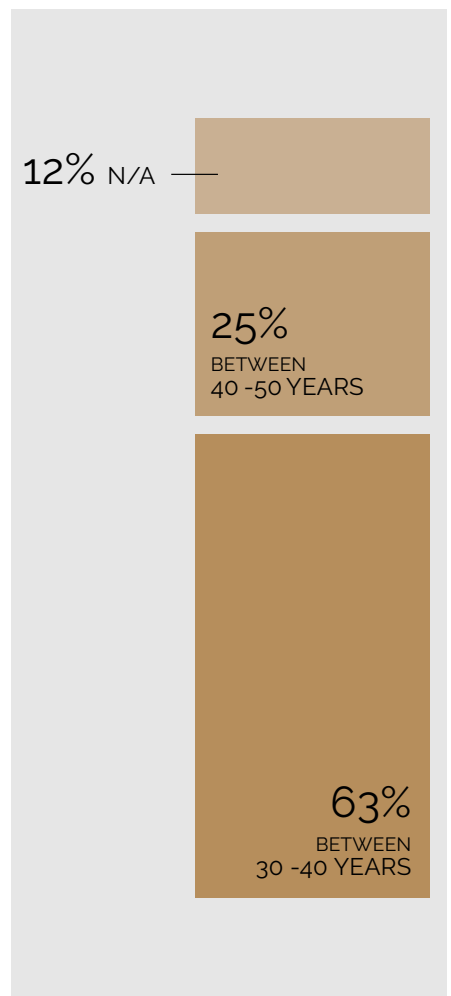
# AGE GROUPS BY REGION



## AFRICA

Considering age distribution, it can be argued that Africa is the youngest region since the majority of its candidates belong to the 30-40 age group. Europe represents an intermediate position since, although it has candidates in all groups, the majority are in the 40-50 group. Finally, North America is the region where candidates are older, although it is also true that the highest share of 60-70 candidates are based in AMEO. At first glance it may look disappointing to see that the 20-30 age bracket just about makes it only in one region (Europe). This can be explained by the fact that knowledge takes time to acquire especially in a complex area of Roaming & Interconnect. To put it more simply, to be influential in a complex environment requires knowledge which in turn requires years of experience to acquire.

**"AFRICA HAS THE  
HIGHEST  
PERCENTAGE OF  
YOUNG INFLUENTIAL  
PEOPLE"**



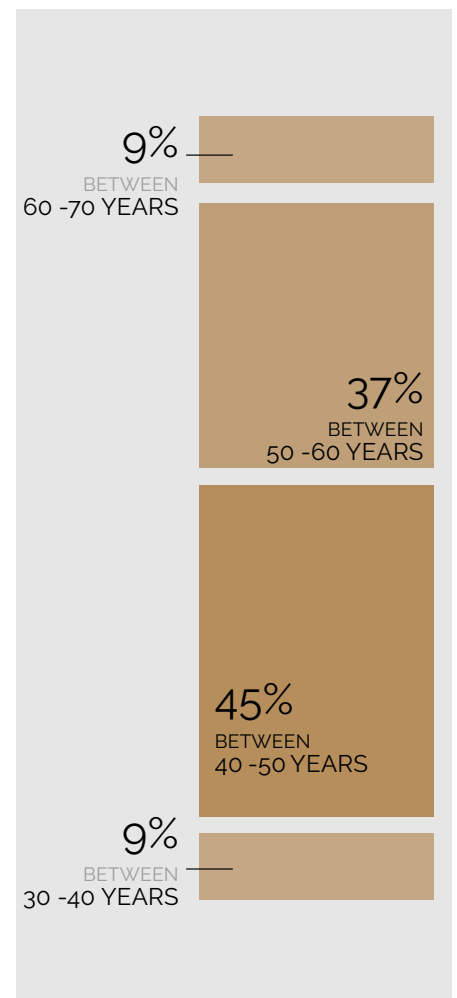
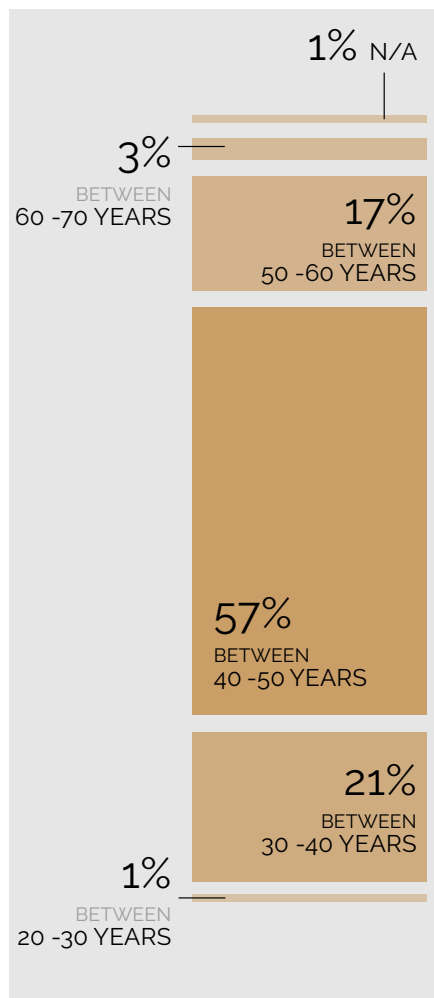
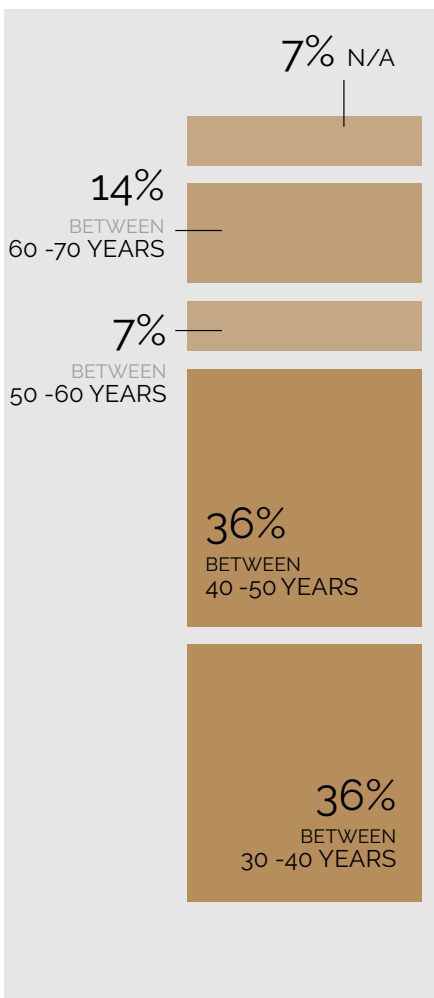
## "AFRICA IS THE YOUNGEST REGION WHILE NORTH AMERICA IS THE OLDEST"



AMEO

EUROPE

NORTH AMERICA



"MNOs HAVE A STRONG  
DOMINANCE IN  
AFRICA AND AMEO"

# COMPANY TYPE BY REGION

A  
F  
R  
I  
C  
A

12%



88%



A  
M  
E  
O

21%



79%



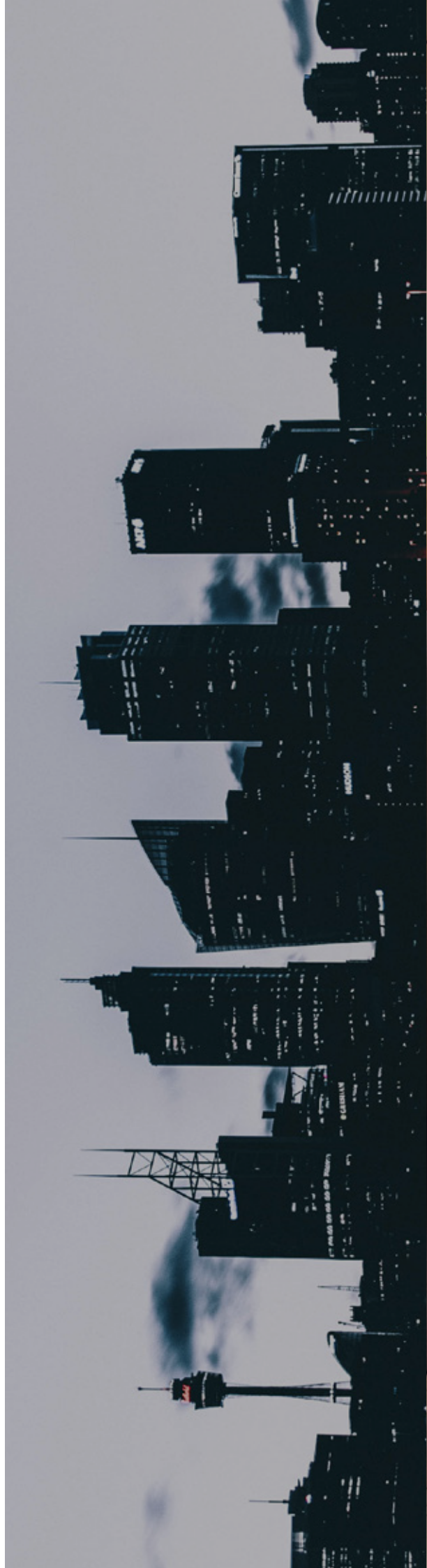
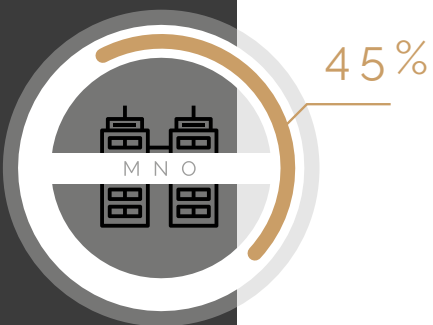
With regards to company type, there is a marked contrast since MNOs employ the vast majority of candidates (above 70%) in both Africa and AMEO whereas in Europe and North America vendors are the main employers. This difference might be due to the fact that in developing countries it would appear vendors may not have as active an Influencer role when compared with operators, and as a result, the latter have a stronger presence in the telecommunications market of these regions.

# EUROPE



COMPANY TYPE BY REGION

# NORTH AMERICA



BY ROCCO

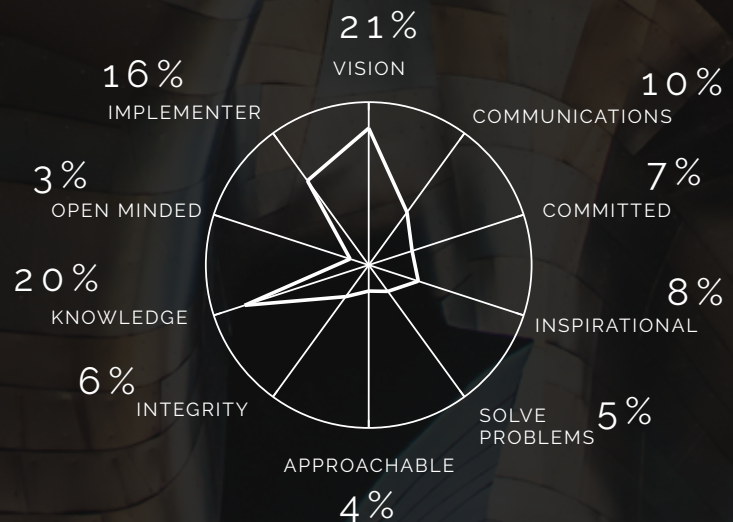
"AFRICAN  
CANDIDATES  
ARE  
PERCEIVED  
TO BE  
THE MOST  
VISIONARY"

# ATTRIBUTES: PERCENTAGES BY REGION

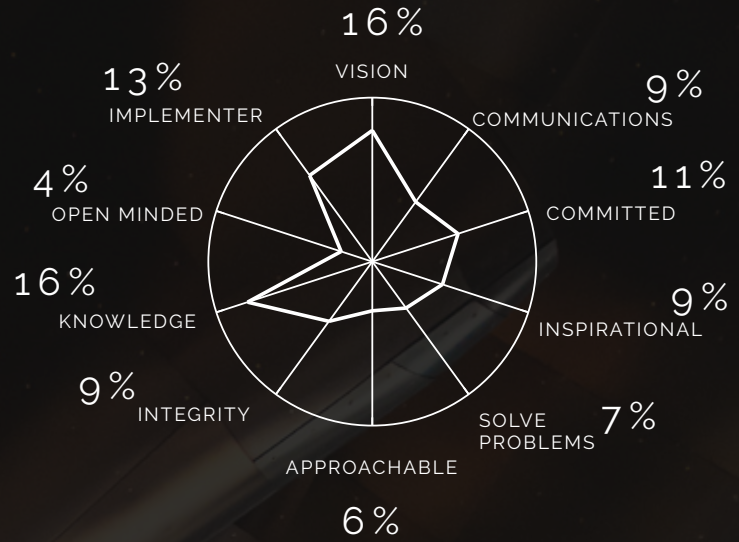
"AFRICAN AND NORTH AMERICAN  
CANDIDATES ARE THE MOST KNOWLEDGEABLE  
AND THE LEAST OPEN MINDED"

The report has also brought out some interesting observations regarding regional skill sets. The charts suggest that to be influential in Africa, you need to have a clear Vision and the ability to just get things done by persistence (Implementer). Africa for these two attributes clearly rises above the rest. Also interesting to note that North Americans are considered the most knowledgeable in the industry while Europeans are better listeners or open to new ideas (Open Minded).

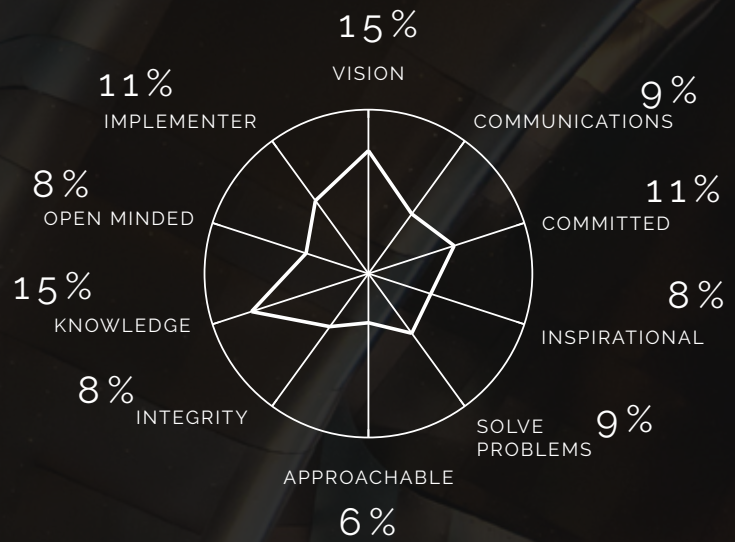
## AFRICA



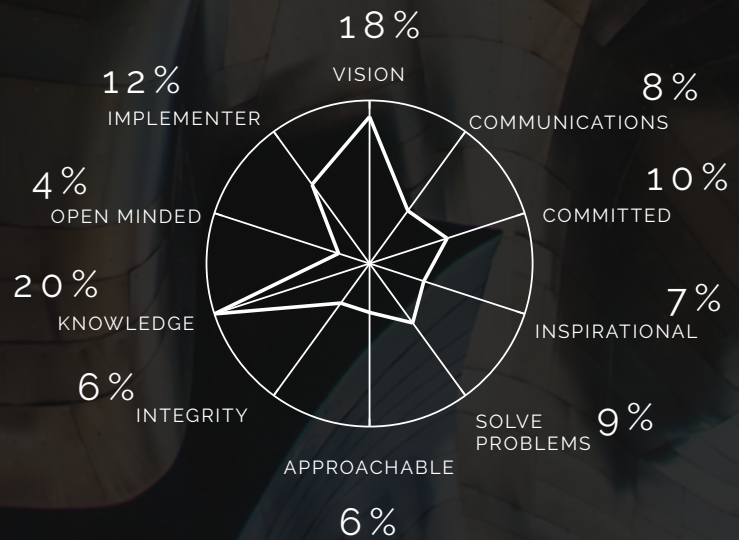
## AMEO



## EUROPE

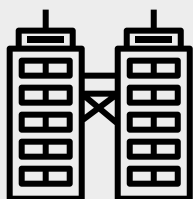


## NORTH AMERICA



"THE  
GENDER  
GAP IS  
LOWER IN  
MNOS"

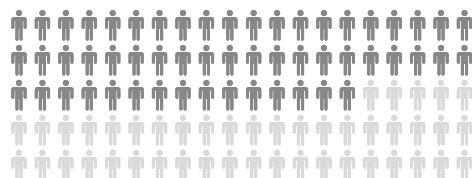
MNOS



# GENDER DISTRIBUTION BY COMPANY TYPE



women 46%



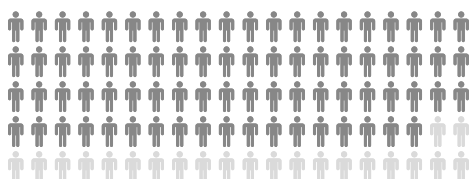
men 54%

By classifying candidates in the company type they work at, it is interesting how the gender gap differs between MNOS and vendors. While for MNOS the difference is not very high (46% and 54%), In the case of vendors, which we may consider to be smaller companies, only 22% of candidates are women influencers. We need to see more women influencers in telecoms!

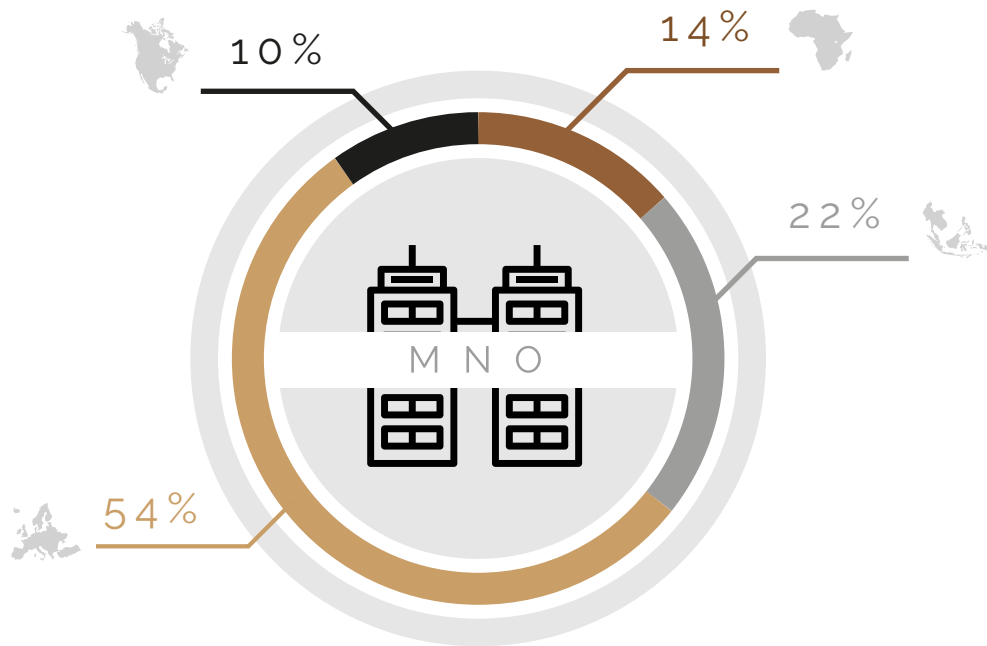
VENDORS



women 22%



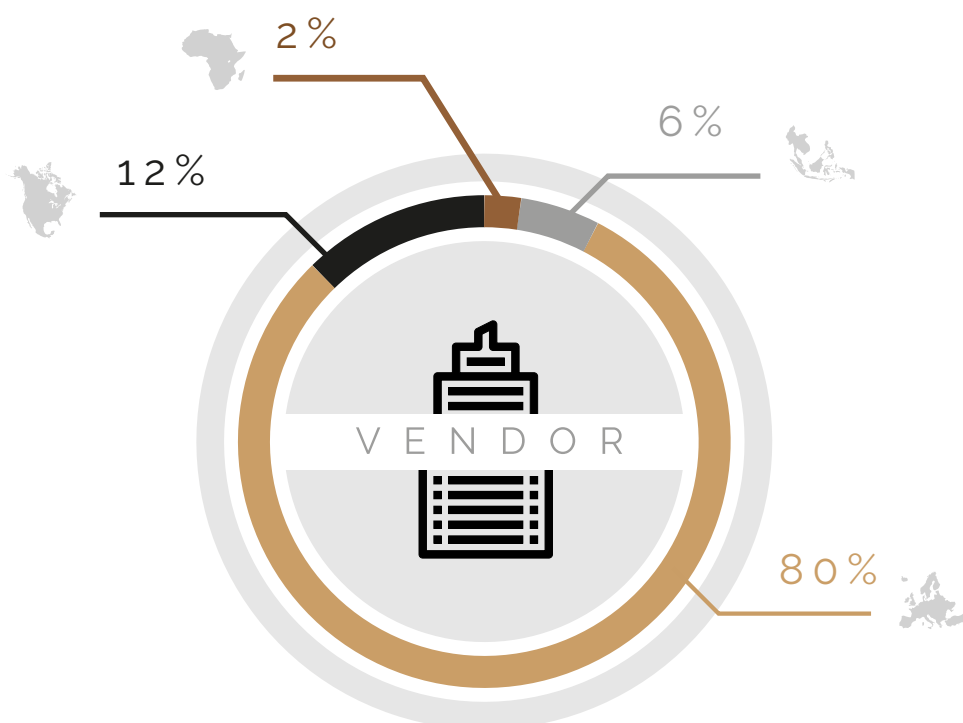
men 78%



MNOs

## REGIONAL DISTRIBUTION BY COMPANY TYPE

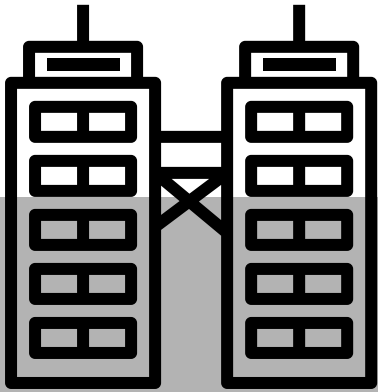
As expected, MNOs in Africa and AMEO seem to be better incubators for influencers, and the percentage for vendors drops substantially. The combined data indicates that influencers from MNO's are more widely distributed, whereas for vendors there's more regional and gender concentration.



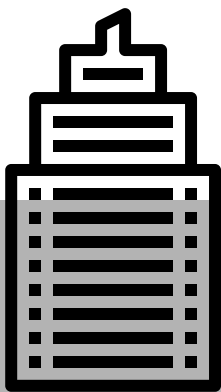
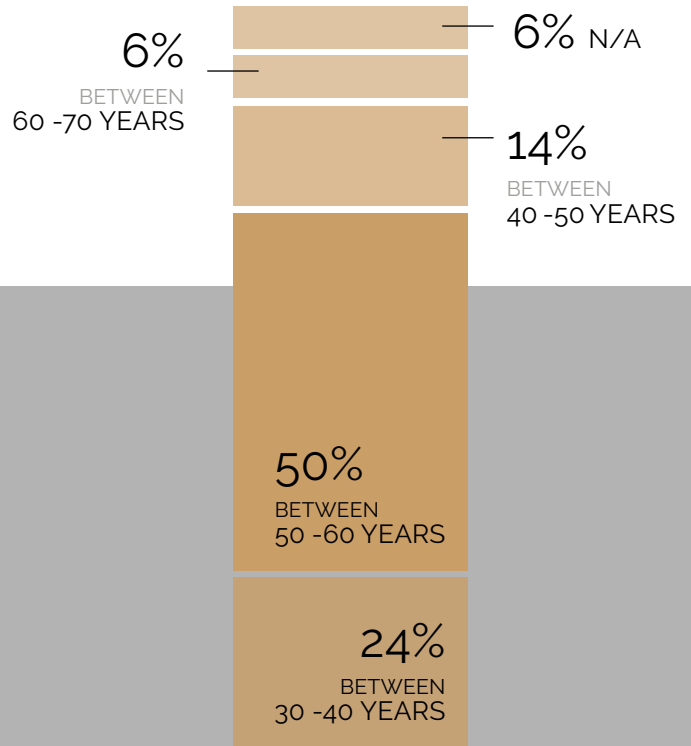
VENDORS

# AGE GROUPS BY COMPANY TYPE

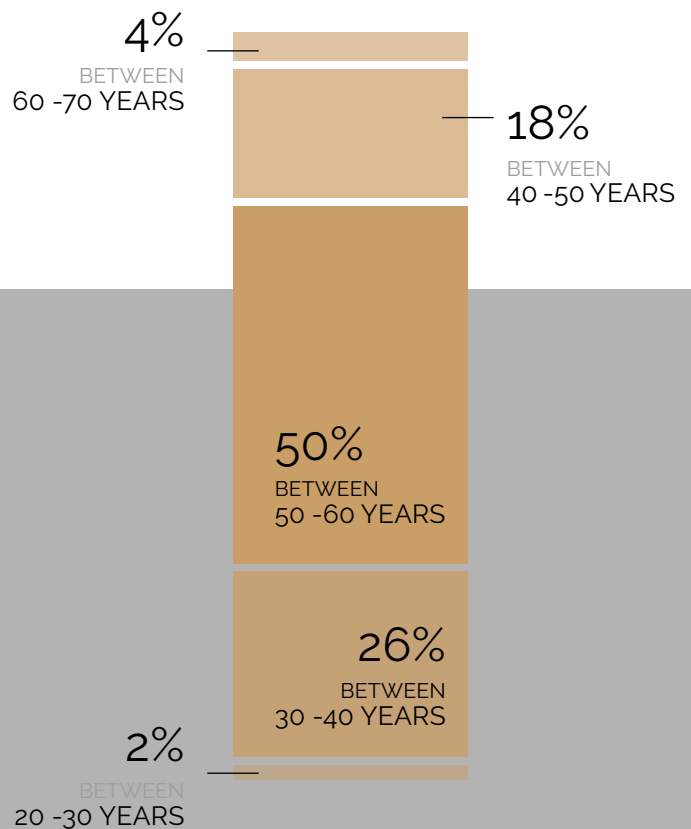
Looking at the age groups, both MNOs and Vendors have most candidates in the 40-50 age group bracket. This is expected as it is the biggest age group in the study. Although there are no significant differences, the share of candidates that are between the ages of 30 and 40 is slightly higher for vendors. Moreover, vendors also have a higher percentage of workers in the 50-60 group but this is not the case for the most senior group (60-70).



# MNO



# VENDOR

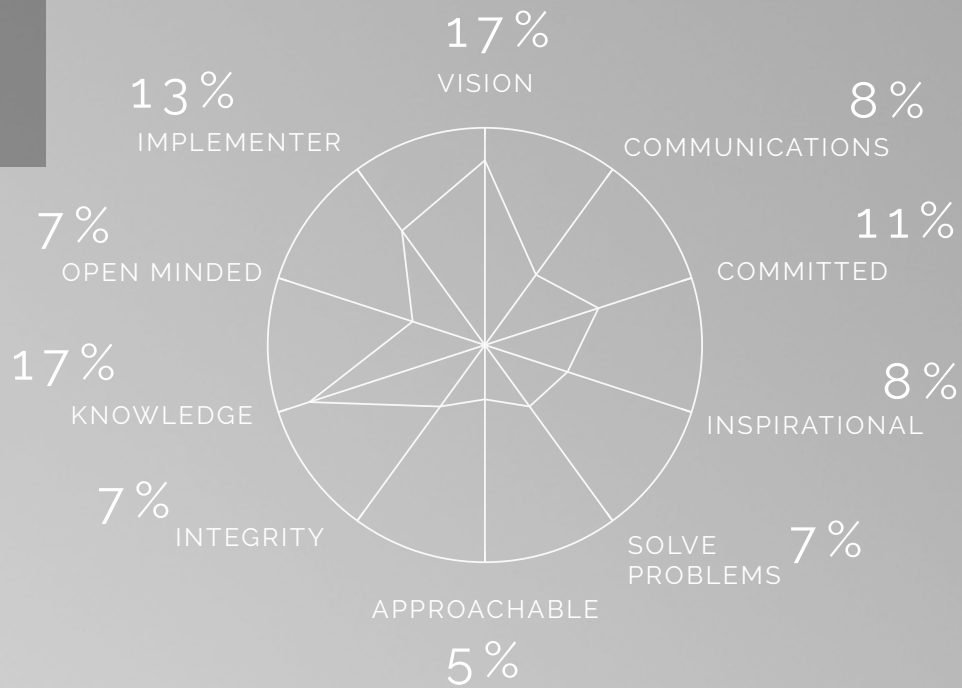
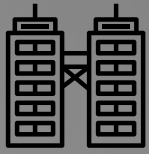


**"VENDOR'S  
CANDIDATES ARE BETTER  
AT PROBLEM SOLVING  
AND MNOS CANDIDATES  
AT BEING IMPLEMENTERS"**

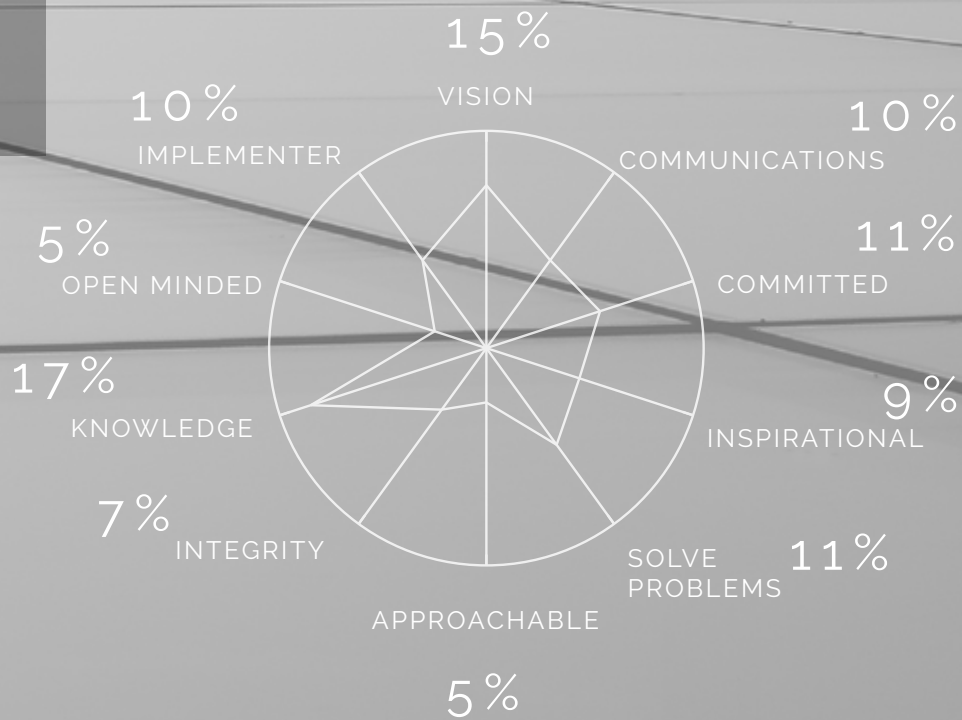
With regards to attributes, there is not a marked contrast between MNOs and vendors. It is however interesting to note that it's the influencers at MNOs who have a higher score for getting things done (Implementer), but it's the vendors who are seen as more of problem solvers.

# ATTRIBUTES: BY COMPANY TYPE

MNO



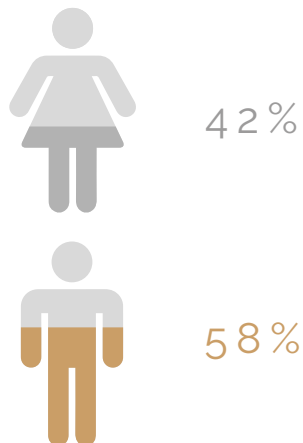
VENDOR



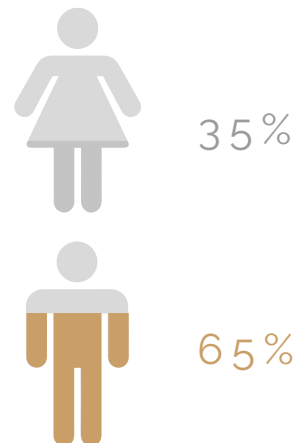
**"THERE IS A  
SENIORITY GENDER GAP AS  
FEMALE PARTICIPATION  
DECREASES IN THE  
OLDEST AGE GROUPS"**

**"OUR RESULTS  
COINCIDE WITH THE  
EVIDENCE PROVIDED  
BY OTHER SOURCES"**

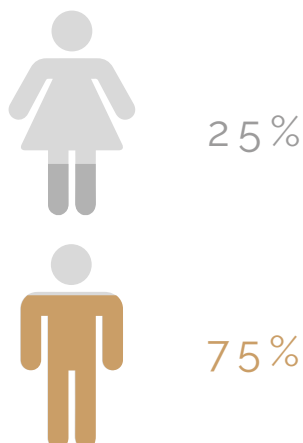
### 30 - 40 YEARS



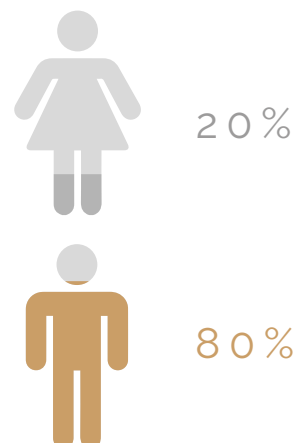
### 40 - 50 YEARS



## GENDER DISTRIBUTION BY AGE GROUP

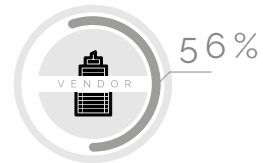


### 50 - 60 YEARS



### 60 - 70 YEARS

It's difficult to explain this graphic without broad assumptions. But it clearly indicates that women start as strong influencers but with the age bracket the numbers keep dropping consistently while for Men these keep going up. Is this the glass ceiling effect? Or the fact that most women in their 30's have to make career sacrifices in support of their families, and this has an inordinate impact on the future and more influential roles that they can take.



**30**  
YEARS  
**40**

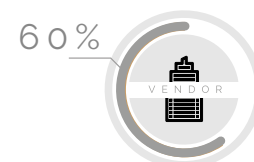
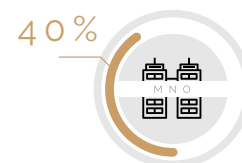
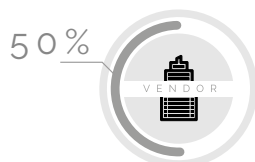
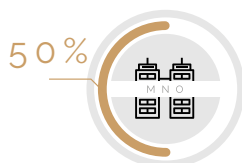
**50**  
YEARS  
**60**

## "THERE ARE NOT STRONG DIFFERENCES IN AGE GROUPS BETWEEN MNOS AND VENDORS"

There is not a big difference in the company type candidates work for in terms of age groups. The biggest difference is in the 60-70 group where almost a 60% of candidates work for MNOs.

**40**  
YEARS  
**50**

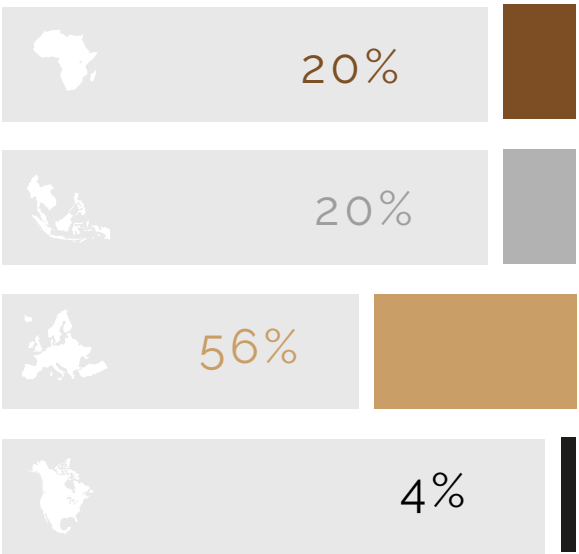
**60**  
YEARS  
**70**



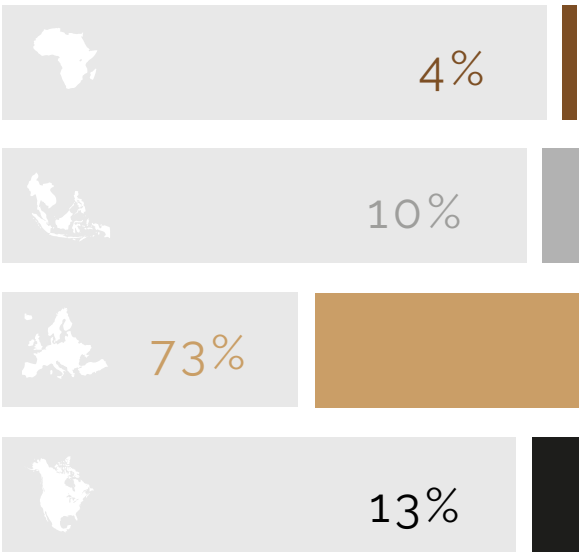
Europe is the leader region in all age groups, primarily because it is the region with the largest number of candidates.

REGIONS BY AGE GROUPS

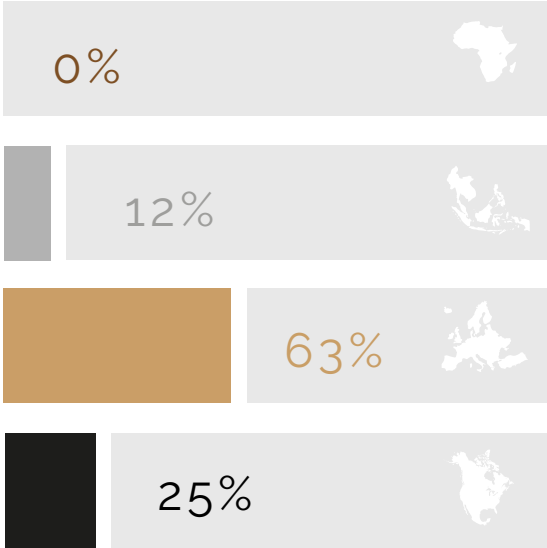
30 - 40 years



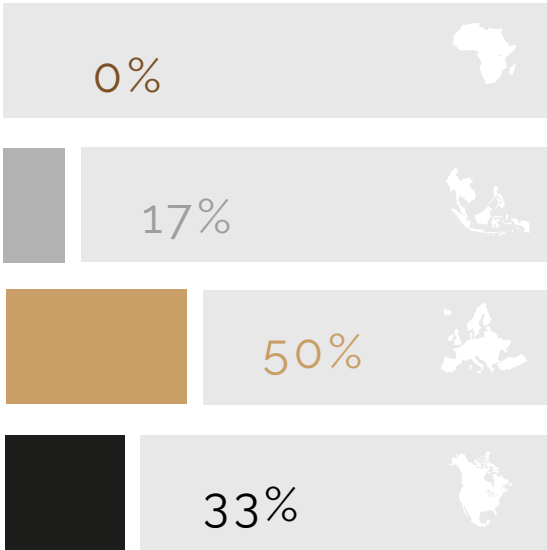
40 - 50 years



50 - 60 years



60 - 70 years



The background is a dark, abstract composition featuring a grid of light and dark squares. Overlaid on this are several glowing, elongated oval shapes that appear to be part of a larger, unseen structure. The overall effect is one of depth and complexity, with light reflecting off various surfaces.

**"AGE DOESN'T IMPLY  
MORE KNOWLEDGE  
OR VISION"**

The attribute distribution by age group is an eye opener, whereas one would have expected the 60-70 age bracket score the highest in knowledge, they show the most drive and energy to get things done (Implemented). The fact that they are also seen to be the most inspirational is expected. However, this group also comes across as least open minded and communicative. A clear indication that this group relies on actions much more than words to influence.

**ATTRIBUTES:  
BY  
AGE GROUPS**

”

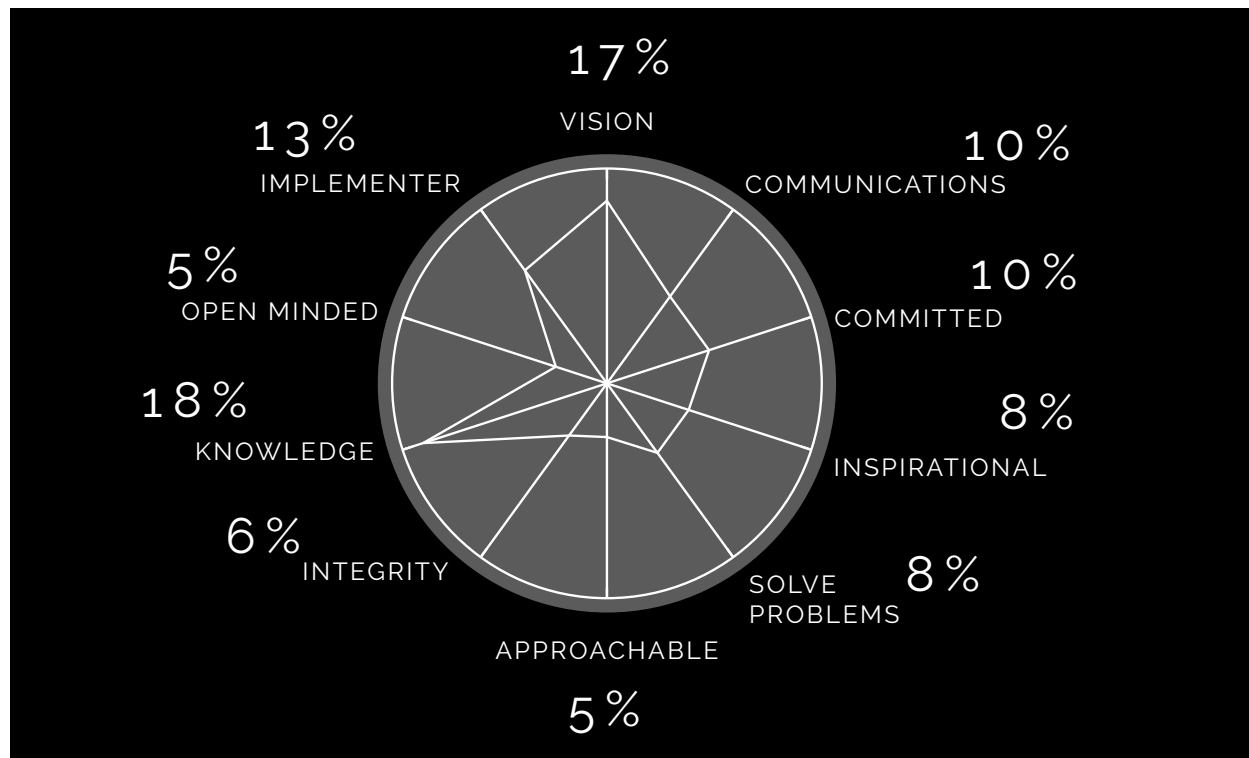
**"PEOPLE BETWEEN  
AGES OF 60 - 70  
ARE CONSIDERED  
GREATER  
IMPLEMENTERS BUT  
NOT AS OPEN MINDED"**

**"CANDIDATES WHOSE AGE IS  
BETWEEN 50-60 ARE  
PERCEIVED TO BE THE  
MOST KNOWLEDGEABLE"**

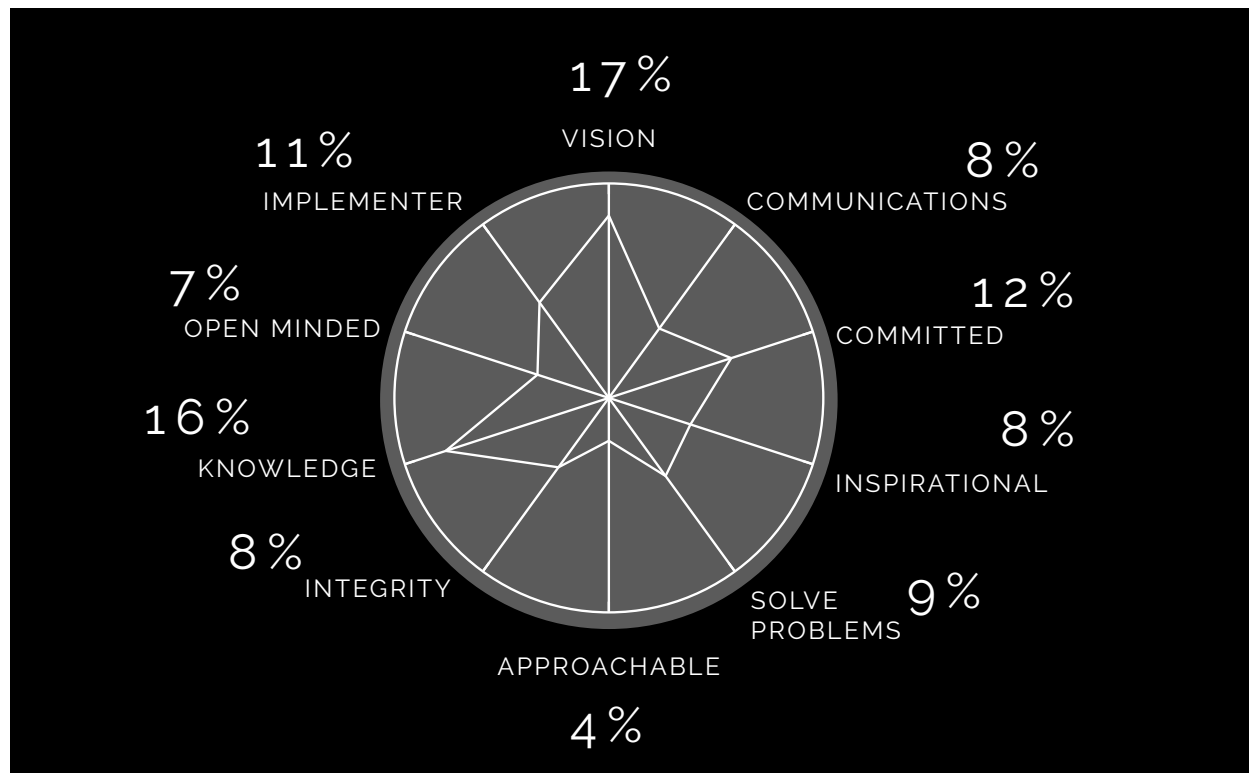
**"THE 30 - 40 BRACKET HAS  
A HIGHER PROPORTION  
OF KNOWLEDGE  
ATTRIBUTES THAN EVEN  
THE 60 - 70 BRACKET "**

**"THE 40 - 50 BRACKET IS PERCEIVED  
TO BE THE MOST WELL ROUNDED"**

## 30 - 40 YEARS

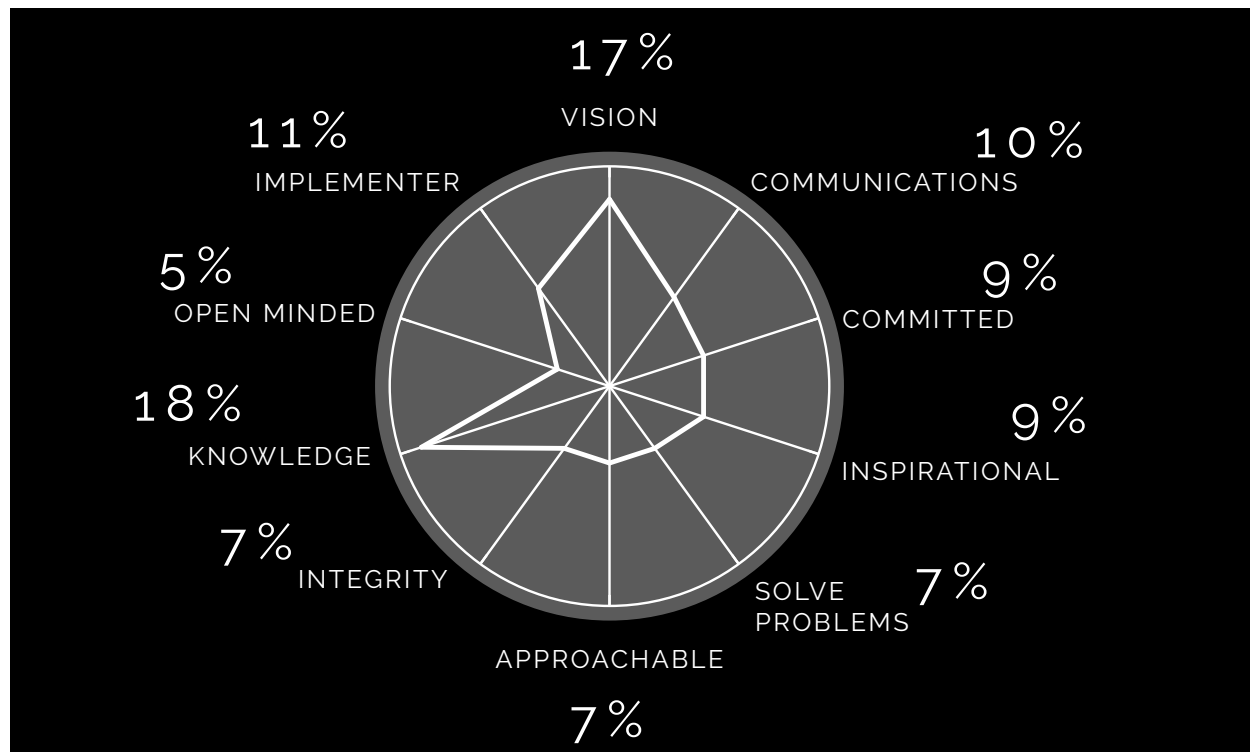


## ATTRIBUTES: BY AGE GROUPS

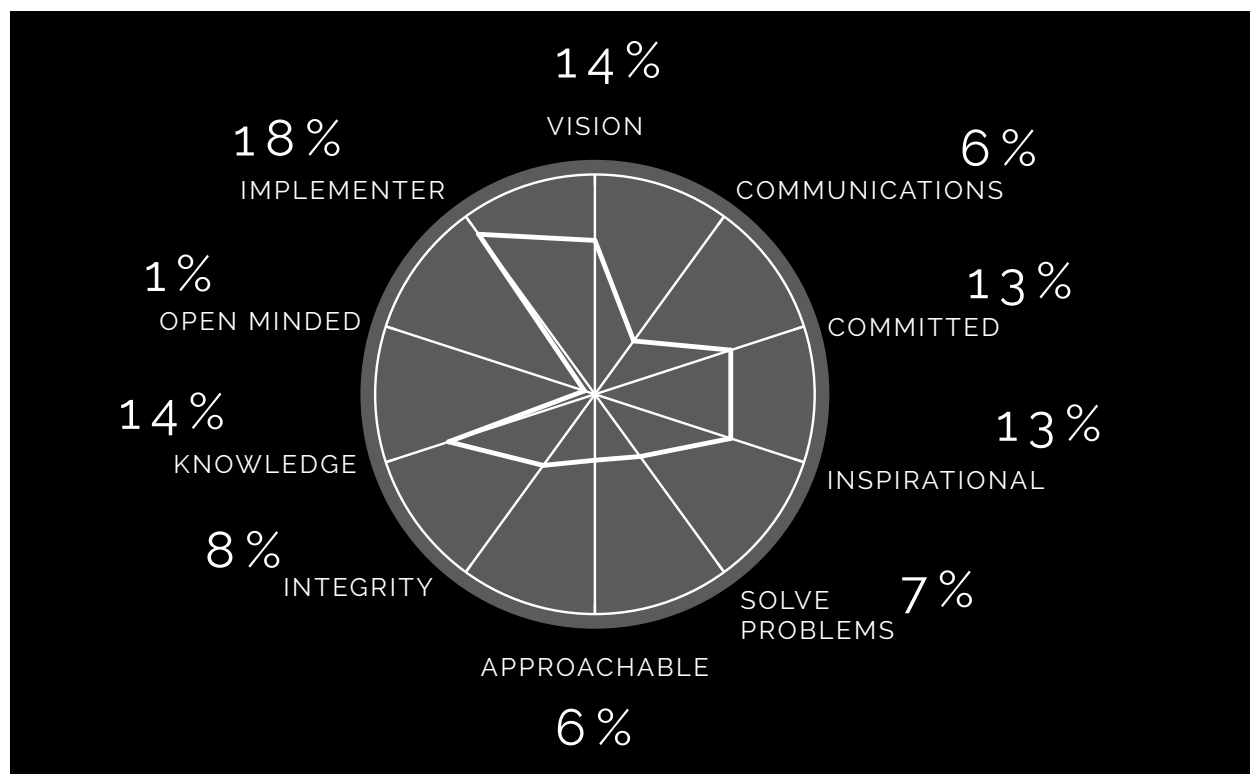


## 40 - 50 YEARS

## 50 - 60 YEARS



## ATTRIBUTES: BY AGE GROUPS



## 60 - 70 YEARS

# LIST OF CANDIDATES

**TOP 25**

1.	WANGECI KANJAMA	46
2.	KATHLEEN LEACH	50
3.	DANIELA ALEXANDROWA	52
4.	CARA MURPHY	54
5.	SHIKHA GUPTA	57
6.	SILVIO KUTIC	60
7.	MICHAEL O'BRIEN	62
8.	CAMERON DUNN	64
9.	JUNE DRISCOL	67
10.	OBAID RAHMAN	70
11.	MAXIMILIAN GOLDBERG	72
12.	PIERRE OLIVIER MEURISSE	74
13.	JOHANNES OPITZ	76
14.	THEODOSIS THEODOSIOU	79
15.	JOHN WICK	81
16.	ALEXANDROS MYGDALIAS	83
17.	JAMES WILLIAMS	85
18.	SIMON GADD	87
19.	TORBJÖRN GUSTAVSSON	89
20.	KIM JAKUBOWSKI	91
21.	STEPHEN ORNADEL	93
22.	ANNELI JENNERSJÖ LUNDBERG	96
23.	ALESSANDRO GIACOBazzi	98
24.	MARKUS THAUSING-AICHBERGER	100
25.	PONTUS BERG	102

## CANDIDATES FROM 26 TO 100

26. KATHY CORANDER	105	64. ALBERT TIONG	143
27. ANDREAS MANN	106	65. DANIEL HEUTSCHI	144
28. NICK WENNEKERS	107	66. SARAH KELLER	146
29. DAWOOD GHALAIENY	108	67. DIANE LECOMTE	147
30. BOBBY SRINIVASAN	109	68. JOSÉ GARCÍA	148
31. AVNISH CHAUHAN	110	69. ROULA MOSTRATOU	149
32. THOMAS MOE	112	70. SINISA MARTINCEVIC	150
33. GOCE TALAGANOV	112	71. COLIN YATES	151
34. CÉDRIC GONIN	113	72. PINCHAWEE RASMIDATTA	153
35. ANN HEYSE	114	73. VLAD BRATU	155
36. ARNE CASTELEYN	116	74. FREDRIK SÖDERLUND	157
37. JAN WILLEM DE HAAN	117	75. YUEMEI CHEN	158
38. ERIK SLUIJTMAN	119	76. ELENA SOKOLOVA	159
39. MOHAMED FAWZY	121	77. FERGAL PARKINSON	161
40. ADEEP MAHARAJ	122	78. JACK MAHER	161
41. BERNARDO GALVAO LUCAS	124	79. PAVLINA KEITA	162
42. NABIL BACCOUCHE	125	80. SAMUEL KEURMEUR	162
43. SEBASTIAAN JOUSTRA	127	81. JOHN VERNA	163
44. NASREEN IBRAHEEM	128	82. SONJA OROVITS	164
45. NADYA GOLBERG	129	83. RASHA YASSIN	165
46. GUGLIEMO CIRILLO	130	84. ALI AL AMIRY	165
47. PETTER NÄSLUND	130	85. APPOLINAIRE KANDE	166
48. SIZO NKOSI	130	86. DUNCAN ROSE	166
49. MARJOLEIN MEDENDORP	130	87. SHELENE HUDSON	166
50. VIVEK JHAMB	131	88. WILLIAM HOGGARTH	167
51. RUI PAIVA	131	89. HELENA HARKNESS	168
52. JOCELYNE PAQUETE	132	90. AHMED SADDIK	168
53. JULIA GULLSTRAND	133	91. SUSANNE WALLDEN	168
54. MOHAMMED BUARI	133	92. KEDAR GUPTA	169
55. YANNIK BROUTIN	134	93. MIHAELA AMBROZIE	169
56. BETTINA SOMMER	135	94. TINA LE GRAND	169
57. MIHAI LUCA	137	95. VIRGINIE DEBRIS	170
58. STEPHANE CHEVRIER	139	96. MARCEL STEVENS	172
59. NILA ROHEEN	141	97. STEPHANE DUTRERTRE	172
60. KATIA GONZALEZ	141	98. ANIS MBAREK	172
61. ANTHONY PIZZUTO	142	99. DAVID ROTH	173
62. ROB MATTISON	142	100. NATASHA DEGROOTE	174
63. PETER CHAPMAN	142		

# CANDIDATES

## TOP 25

The previous section has shown aggregated information about the candidates scores by considering several attributes. In order to provide a deeper understanding of the ROCCO IOO, this section covers a more detailed analysis of the candidates. First, the top 25 candidates, have answered some questions related to their careers. We have also included a pie chart of these candidates and some voters' quotes that highlight their main strengths. Please note that the pie chart shows the vote distribution of each attribute and that voters can vote up to three attributes. Therefore, this shows what voters perceive which are the main strengths of a candidate. Second, candidates from 26th to 100th position have answered the same type of questions and some voters' quotes have also been included.

\* Please note that some of the candidates have not answered the questions related to their professional experience.

# ROCCO 100

2020 EDITION

*Wangeci  
Kanjama*



**RANKED  
NUMBER #1  
IN THE ROCCO  
100 2020**

LEADER

VISIONARY

PIONEER

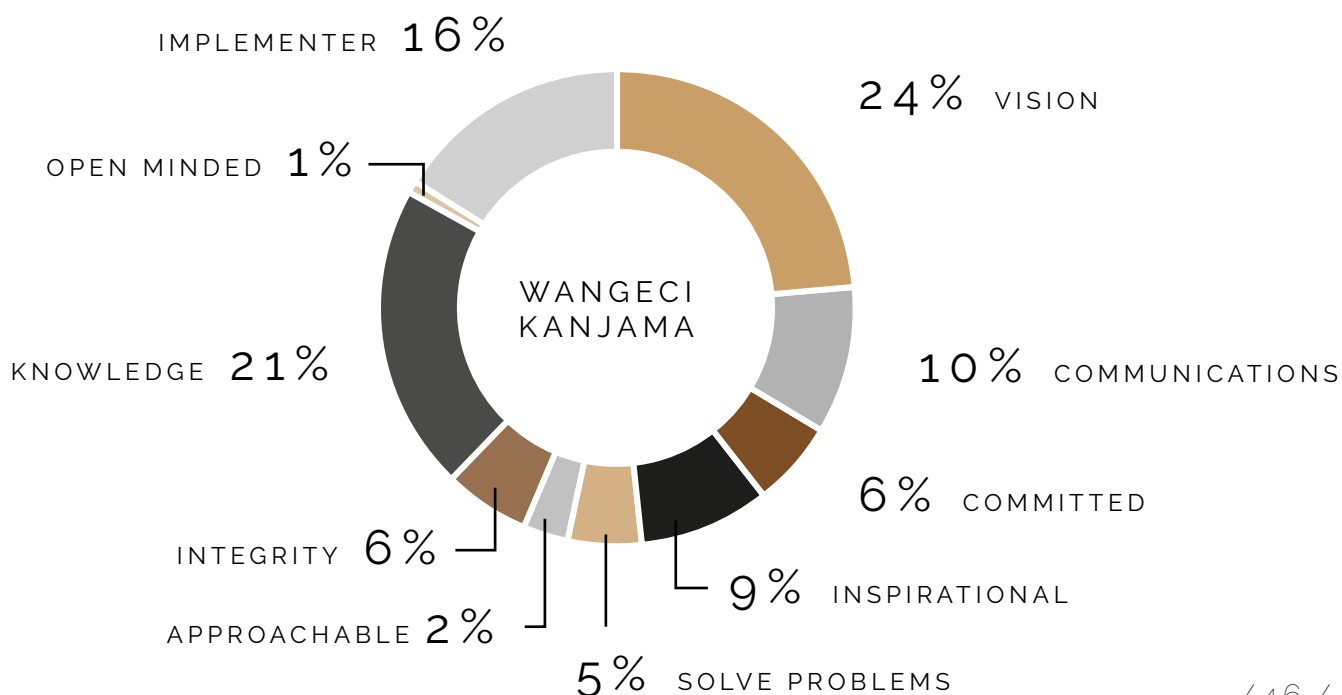


“Wangeci believed in IoT as the next big thing even when the world knew nothing much about it and gave the task to think estimated and all disruptive methods that the world was getting into to be part of the next generation. This was quite visionary for me coming from her, three years later we are all seeing what she meant”

1.

## WANGECI KANJAMA

FINANCE DIRECTOR  
M-PESA AFRICA



INF  
LUE  
NCERS

"I have a great respect for entrepreneurs & visionary leaders with big ambitions. The ones I most admire are:

- ALIKO DANGOTE (Nigeria)
- STRIVE MASIYIWA (Zimbabwe)
- NARENDRA RAVAL (Kenyan)
- MICHAEL JOSEPH (Kenyan)"

HOW  
SHE HAS  
INFLUENCED

"I have developed over the years an extensive professional network both within my industry and across other industries. I have travelled extensively as part of my work interacting with a diverse group of professionals to get key learnings and insights to cross-pollinate ideas and opportunities of mutual benefit. I have shared platforms with my fellow professional colleagues, at various international conferences, to provide thought leadership on critical matters shaping the Telecommunication industry and the world of the future as we embrace the digital revolution."

”

*"Wangechi helped Safaricom explore new frontiers in wholesale and roaming, cut idle capacity in the organization whilst making revenue out of it"*

## TOP KNOWLEDGEABLE THINGS

# 3

- A good commercial grasp of Wholesale matters in general from infrastructure, to services, to engaging the customer. Knowledge of the threats and emerging opportunities and how to handle the ever changing and disruptive dynamics of Wholesale and roaming
- The Telecommunication industry: key challenges and key opportunities; the ecosystem, critical stakeholders and strategic imperatives
- Knowledge about Mobile money & a solid understanding of Finance matters with specializations in Tax, Treasury, Planning & Commercial support

## BIG GEST CHA LLE NGE

"The key challenge in the industry today is many other alternatives to roaming in terms of access which are simple to use and affordable. To solve this problem, the roaming solution needs to urgently review the customer landscape through a new lense. Develop new use cases and new partnerships to offer forward looking solutions that cater to consumer needs. Travel & Tourism will remain in the long term a key industry with online engagement growing progressively as a mainstream channel. Legislation around use and access of customer data will be a key consideration in decision making to ensure success and sustainability in the future."

*"Wangeci has influenced a lot of wholesale & roaming agreements which would not have happened were it not for her. She pioneered us going into Ethiopia which was closed before"*



## OTHER COMMENTS ABOUT WANGECI

*"She is an exceptional and Motivational leader who allows people to learn from their mistakes. She gets things done hence she's a go-getter! She also works well in cross-functional teams to get things done."*



*"She brought back hope in the wholesale as into a profit making industry in the otherwise declining global outlook. Connecting to the wholesale customer in all front!! She birth the wholesale vision in Safaricom too."*

*"Through her dedication and passion, she Revolutionized the roaming and wholesale space by incubating it from its infancy to a fully fledged operational and profitable venture."*

*"Growth of the unit from a small function to a key revenue function within Safaricom. She has energy and drive to make things happen."*

*"Wangeeci is visionary, a pacesetter who steps back and takes time to visualize the big picture. She also carries along her team, making sure that everyone has their focus on the vision and picture of success."*



**If you want to hear the ROCCO Radio interview with Wangeeci follow this link**



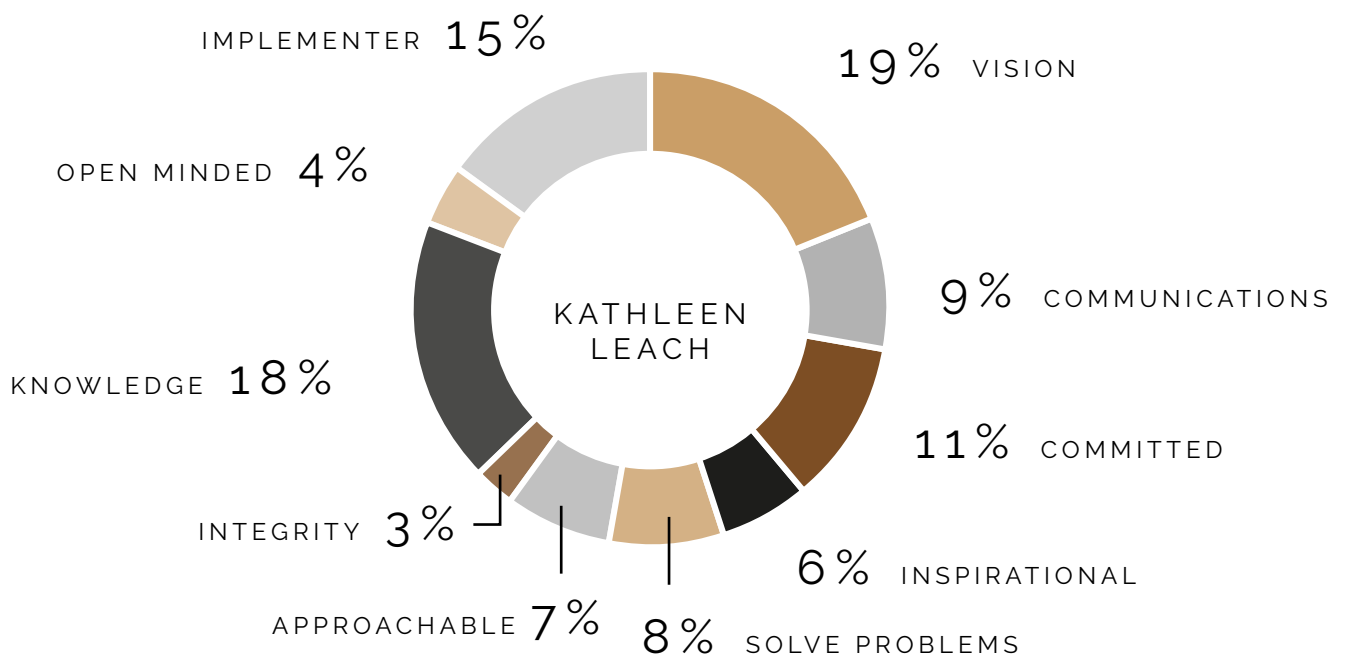
*"Based on the magnitude of resources she manages and with this she is able to handle it without dropping ball at any single time, she is a team player and goes out of her way to ensure it everything is ok."*



*"Kathleen has worked tirelessly on various GTI projects that I had personally witnessed. She has spearheaded the communications and activities across various teams/operators/countries Kathleen's dedication to bring IoT to the next level. Pushing new charging principles for narrowband, building roaming SLA's to support critical IoT"*

## 2. KATHLEEN LEACH

DMTS (DISTINGUISHED MEMBER  
OF THE TECHNICAL STAFF)  
SPRINT



/ 50 /

## INTERVIEW QUESTIONS

2020

*"Kathleen has contributed to Sprint's rapid adoption of GSMA standards from our company's CDMA background. She is knowable with all the technical details and is able to communicate it in a manner easily understood by all. She volunteers and leads up getting more women involved in technology. She is an inspiration for all"*

*"She plays a significant role in GSMA North America (group chair and advisory board) and started and chairs the NA Women4Tech group. She has a broad overview across both the technical and business aspects of roaming and interconnect and regularly shares her knowledge across groups – both internally and externally"*

*"Well, today the Global COVID-19 pandemic is our biggest challenge to our industry – for our business, our customers and our way of doing business. I think that this challenge provides us lessons that allow us to both recognize the importance of our developed relationships while developing new and creative ways to deal with unexpected challenges and keep our business going."*

### INF LUE NCERS

"Too many to count! I have learned both what to do and what to try to avoid by a number of people. I am always especially grateful to those that took the time to teach or mentor me during every stage of my career, particularly during those transitions."

### HOW SHE HAS INFLUENCED

"I would like to say in a positive way! Perhaps this is best answered by my colleagues. I hope my passion and focus have encouraged or inspired others along the way."

### TOP KNOWLEDGEABLE THINGS

# 3

"Top 3's are so hard to answer – very difficult to pare down to a simple short list. I will take a different tack here and say I think my value is range. I have made a lot of pivots across the course of my career that have led me down some very different paths. This provided me with breadth while giving me the experience to dive deep on subjects where needed."

### BIG GEST CHA LLE NGE

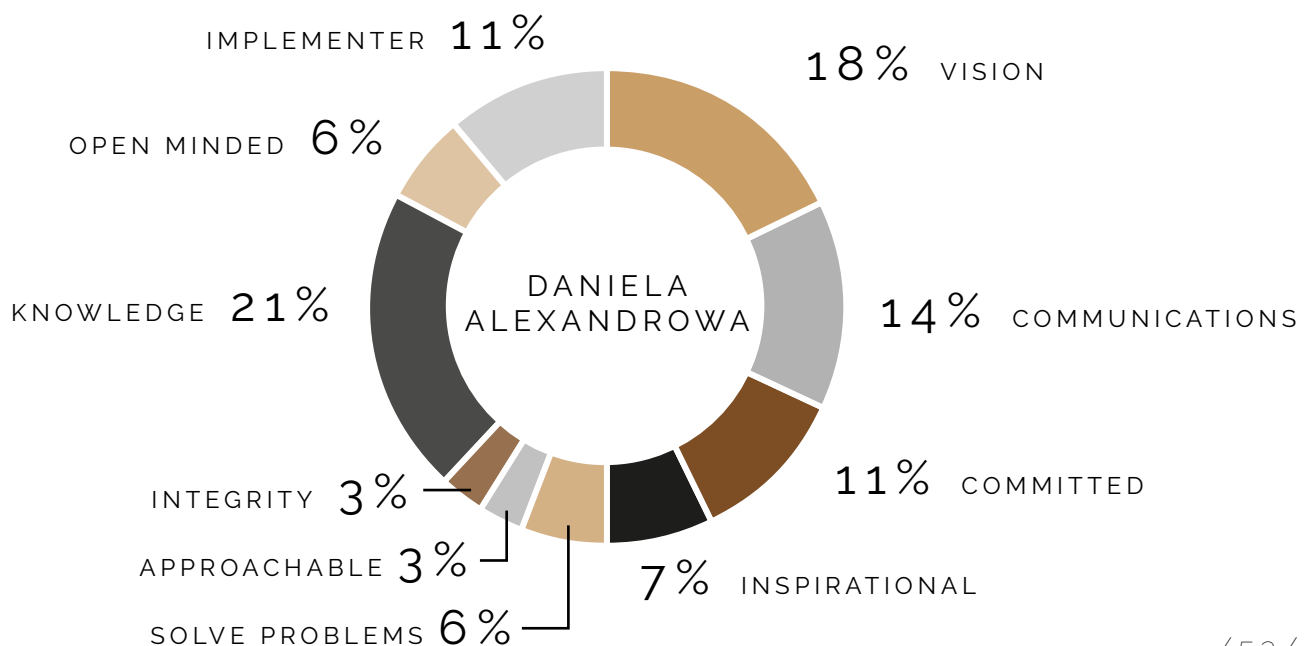


*"She has intensive knowledge and possess great vision to further improve the communication technologies which will have a great impact in Telecommunication"*

*"Daniela is a person to whom I believe that she has strength enough to make a change that anyone on the roaming world appreciate Africa and understand the Africa position that all we together can help them with challenges"*

### 3. DANIELA ALEXANDROWA

SENIOR COMMERCIAL MANAGER  
DEUTSCHE TELEKOM



/52/

*"Dani has shown great character and vision for 'Africa'. She has shown great understanding of how Africa works and with her considerable knowledge would like to showcase its potential"*

## INF LUE NCERS

- JAN WILLEM DE HAAN
- MARCEL STEVENS
- PIA VON HOUWALD
- ALFONS LÖSING
- JOHANNES OPITZ
- LINDA KROESBERGEN
- ADEEP MAHARAJ
- REZA ALI KHAN NAHEED

"Cooperation and trying to find the optimal solution for both parties to contribute a good wholesale margin for our companies is driving my daily work. I strongly believe that listening, learning from each other and giving or receiving advice is driving cooperation and trust."

## HOW SHE HAS INFLUENCED

- ROAMING NEGOTIATIONS
- ROAMING RETAIL SOLUTIONS, INTRODUCING ROAM LIKE AT HOME AT E-PLUS GERMANY BACK IN FEB 2014
- EXCELLENT ANALYTICAL SKILL

## TOP KNOWLEDGEABLE THINGS

# 3

"The complexity of the roaming industry will increase during the next couple of years, e.g., 5G, NB-IOT, Volte ... and we will need the right tools and standards in order to be able to handle our business with the same or even less resources."

From my point of view the GSMA hasn't focused enough during the last years on the challenges of the telco industry. Telco companies who see the urge that the topic needs to be tackled – even if they do not always have the resources to work on the GSMA topics - have been coming up with proposals to be approved by the GSMA."

## BIG GEST CHA LLE NGE

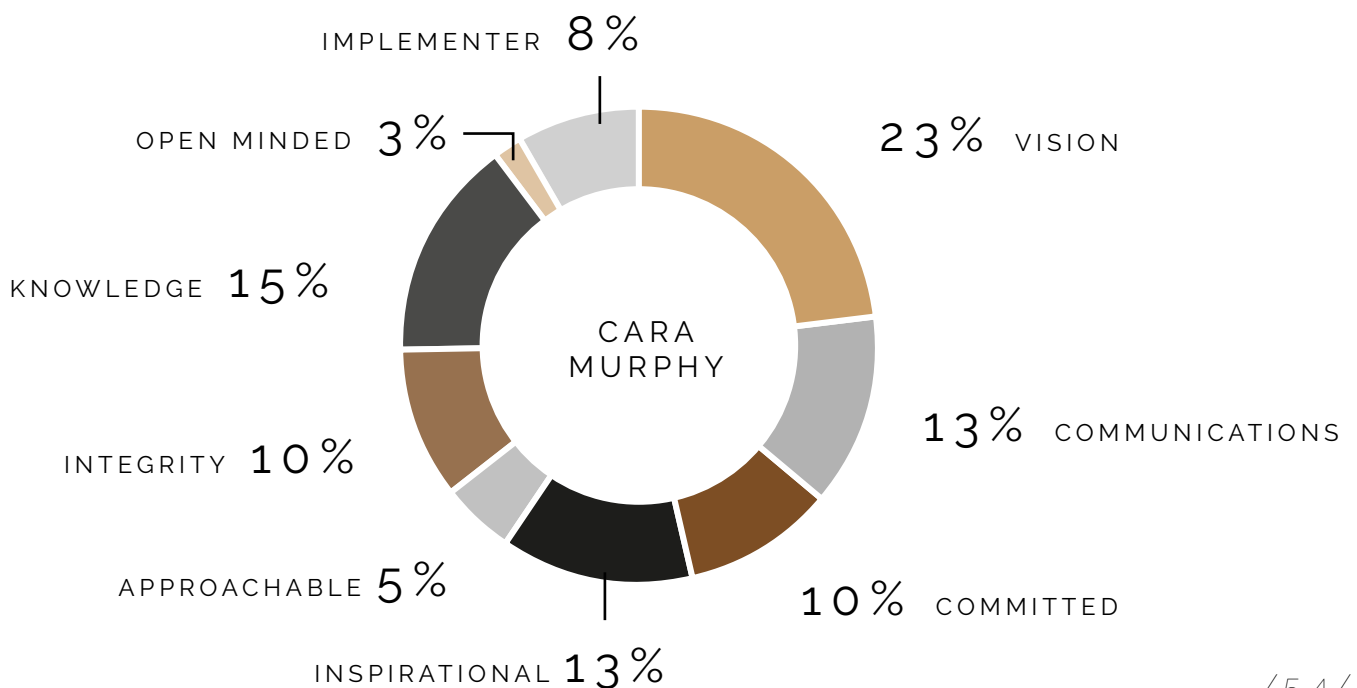
*"She has for example implemented RLAH before it was announced by European Commission"*



*"Cara has worked in roaming for more than 15 years with a strong focus on innovation. She has contributed significantly at an industry level, to initiatives and standards including Maritime Roaming, Network Extensions and M2M. She had a true passion for roaming and for driving the industry forward, always collaborating and taking people with her on this journey"*

## 4. CARA MURPHY

DIRECTOR OF PRODUCT  
MANAGEMENT  
NEXTGEN



/54/

## INF LUE NCERS

### JOHN DIAMOND

"I was lucky enough to work for John for more than 5 years. John was one of the pioneers of the 'travel SIM' over 10 years ago, and indeed drove many innovative products related to roaming communications. He not only inspired others with his entrepreneurial flair, but those who worked for him were incredibly lucky to have a mentor that taught, listened and encouraged people to be their best."

## HOW SHE HAS INFLUENCED

"I have managed both directly and indirectly a lot of people just starting their careers in roaming. I hope that I can take some credit for them becoming industry experts themselves, and now sharing the passion and dedication I have for this industry. I have also made sure over the years to maintain an outward looking focus, engaging and contributing to industry wide initiatives and working with colleagues from different countries and cultures, and I hope they have valued me as much as I have valued them."

”

*"Contribution to industry standards. Cara is a great people person with a excellent knowledge of the industry - her ability to influence directly (as above) and indirectly through her network has been demonstrated through the success of her current and previous teams"*

"I think the biggest challenge we are facing is commercialising new technologies such as 5G, NB-IoT and CAT-M. It worries me that we might end up trying to 'bend' these new technologies into existing (and outdated) commercial frameworks.

These technologies represent a shift in not only speed, but the way the world is connected and what is connected. This is the biggest step-change roaming has even seen and EVERYTHING is different. The value of these technologies to the end user is different, the user base itself is different and the volumes will be different. A move away from TAP is of course critical to solving this so that commercial constraints are all but removed, and I am encouraged by the work on BCE to provide the structure to support these new commercial models."

*"Cara has so much knowledge in the roaming industry and has always put this knowledge to positive use. She shows others what can be achieved by hard work and dedication and the more people that are inspired by Cara and others like her, the better our industry becomes"*

”

TOP  
KNOWLEDGEABLE  
THINGS

3

- ROAMING PRODUCTS
- ROAMING TECHNOLOGIES
- COMMERCIAL ROAMING PROCESSES

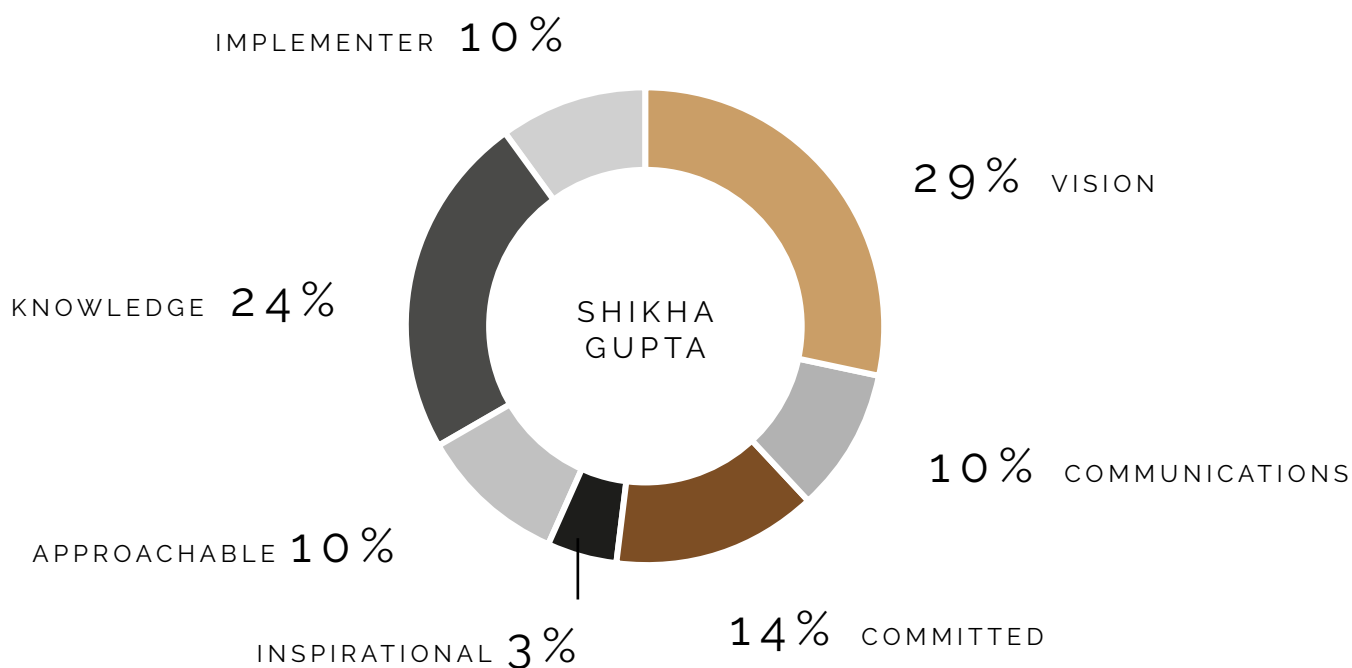
BIG  
GEST  
CHA  
LLE  
NGE



*"Shikha has been a part of this industry for almost 23 years now. She has in depth knowledge of business, technology, technical and commercial aspects both. Whoever has worked with her can vouch for her dedication towards her work. You can call her with any issues and concerns and she is very responsive in getting it resolved however small the issue is"*

## 5. SHIKHA GUPTA

HEAD : ROAMING AND MOBILE SOLUTIONS  
AIRTEL INDIA



INF  
LUE  
NCERS

N/A

"I have mentored my colleagues in airtel circles and Opcos and partner companies and few of my fellow operators on how to run the roaming business - expedite launches, streamline operations, maximise revenues and minimize cost and use this for retail offers . Now they are in different organisations and have groomed themselves to manage their business. Similarly is the case on messaging side."

HOW  
SHE HAS  
INFLUENCED

*"Extremely down to earth and knowledgeable. Has established a great presence in a completely male dominated industry as well"*

*"Shikha is influential because of the sheer knowledge and experience that she has in the wholesale roaming business. She has the added quality of being approachable and knowledge sharing. She is truly a stalwart"*

## TOP KNOWLEDGEABLE THINGS 3

" If we talk about roaming, As of now the biggest challenge is CoVID which has brought the world to a standstill and the roaming industry is highly impacted along with travel and tourism. I am not sure how long it will take for the business to recover.

Before CoVid, the challenge was to manage the dynamics of retail vs wholesale and move to expand LTE and slow progress on VoLTE.

There is no easy answer to this as all operators work at different pace and with different priorities. The essence is to make roaming more affordable through strong partnerships between operators. Another areas is to move away from the old thinking and think differently and work with internal teams to create processes to expedite the launch process and focus on customer experience."

## BIGGEST CHALLENGE

"In depth knowledge and experience on Roaming, mobile solutions (messaging/Signaling/ITFS), strategic partnerships for mutual cooperation between groups for business outside roaming.

I am well versed with 360 degrees view of the Roaming business including in roaming, out-roaming, wholesale, operations and customer experience.

The same is true for messaging business -I manage the overall international sms business for Airtel - sales and product function. I have implemented the sms firewall for all airtel operators and have shown a high growth in this business over the last few years.

M2M/IOT/wholesale Voice are the other areas where I have good knowledge."



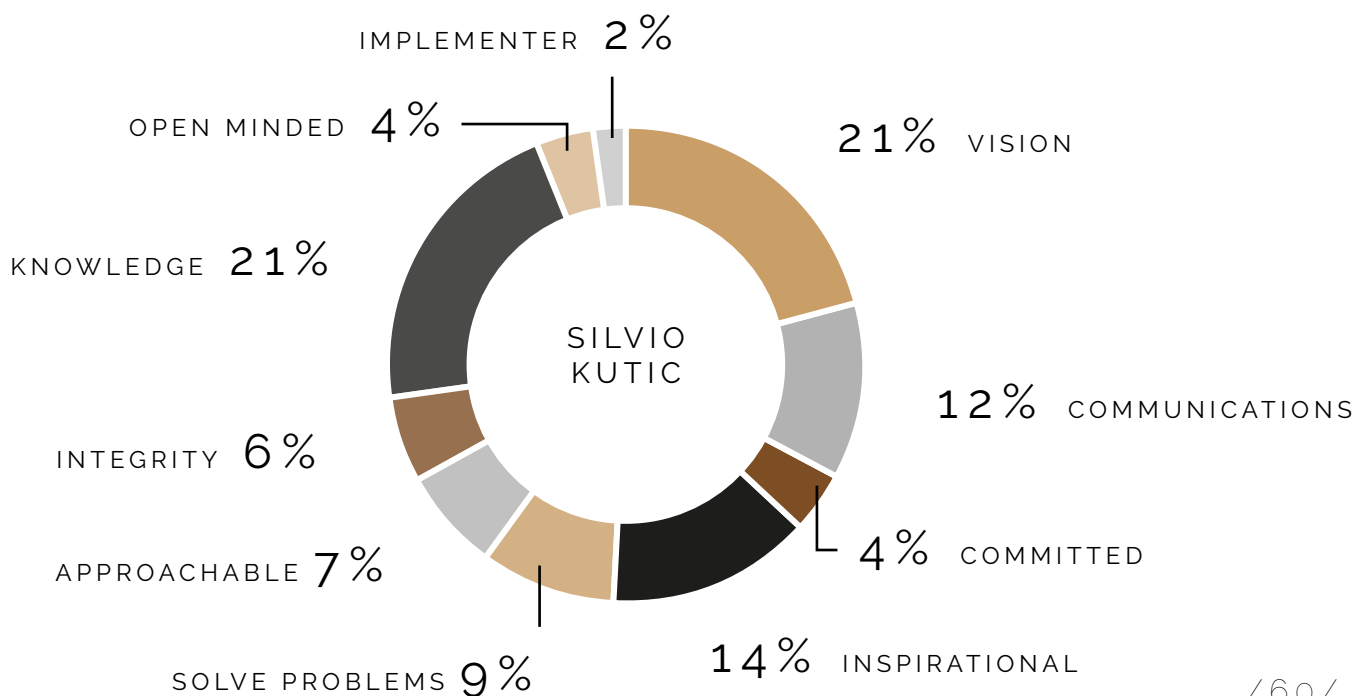
*"He started and led Infobip from 2 employees in 2006 to a global organization of 2000+ people in 50+ countries in 2019. Has a superb understanding of the global telco/interconnect space, and is able to capitalize on the opportunities and create value - faster and more efficiently than others. His decisions are led by a vision of future he is able to conceive in an extraordinarily vivid and clear way. Has led Infobip through several transformations which ensured steady growth of the company. Is extremely customer-oriented.*

*Personally, he is very approachable, extremely committed and lives by an authentic philosophy of life"*

6.

**SILVIO KUTIC**

CHIEF EXECUTIVE OFFICER (CEO)  
INFOBIP



/60/

## INTERVIEW QUESTIONS



*"He is like the flame from a torch that guides us and keeps the company's vision and goals clear. He is passionate about work and this keeps us moving forward and we always carry the attitude and mindset of constant learning and improvement"*

N/A

*"Silvio is a force of nature, driven to make his vision come to life and inspire others to go beyond what they think is possible and what they feel they can accomplish. A true entrepreneur and visionary in the finest tradition of the tech industry"*



"In creating new and better ways of human interaction with different services, the whole industry must collaborate. There is an ongoing accelerated digitalization across all verticals and the availability of new technologies which is pushing positively the whole industry forward. In order all these to happen effectively and have a transformative way on the society service providers, mobile operators and OTT players must work together as one."

INF  
LUE  
NCERS

"I like good teamwork, a positive attitude, and an exponential mindset, so I try to create this kind of atmosphere at Infobip. We value mistakes as part of the learning journey. People are free to make them as long as we learn something. I try to be on the same level as all employees, to be humble and approachable by everyone. We all work toward the same mission, and there is a true sense of working together in the same direction without hierarchical barriers."

HOW  
HE HAS  
INFLUENCED

TOP  
KNOWLEDGEABLE  
THINGS

3

"Over the last 17 years, I've been doing one thing: changing and improving the way humans interact with various services online. With the advancement of technologies, conversational messaging, artificial intelligence, IoT, AR/VR, this whole world is becoming exponentially interesting for me. I'm the most knowledgeable in designing and applying available technologies to create new values."

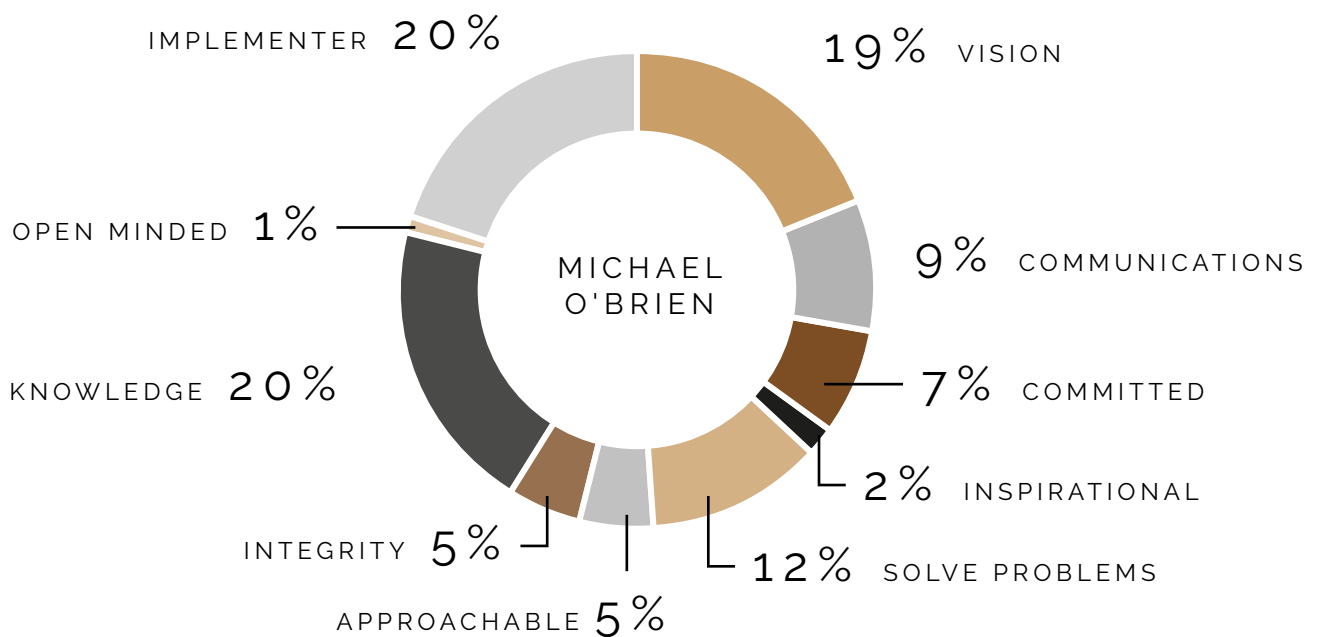
BIG  
GEST  
CHA  
LLE  
NGE



*"Mike is a leader in every sense of the word. He is leading our Strategy organization and thus Syniverse into the future. This takes a person with a lot of knowledge and commitment to our customers and our company. Mike is always in the forefront working with our leaders and partners to ensure we are looking at the next trend which ensures our customers success"*

## 7. MICHAEL O'BRIEN

CHIEF PRODUCT OFFICER  
iCONNECTIV



N/A

"Over my 30 year career, I've been involved in deployment of the first roaming platforms during the 80's, deployment of SMS messaging in the 90's and launching of mobile data (GRX and CRX) in the 00's. Throughout this time, I've always advocated for collaboration and interconnectivity to expand the market for all participants. Continued collaboration and standardization will create ubiquitous coverage for new services."

INF  
LUE  
NCERS

*"Mike has been a consistent force for innovation in our company and the industry for many years- he is a do-er not just a talker and has a depth of knowledge that is unsurpassed based on his exposure to many technologies and changes. He is a natural leader and people person and some that inspires people to do their best"*

”

*"Mike is an industry visionary who sees a revenue generating path forward for customers and partners. He is an inspirational communicator and believes in diversity of mindsets. Mike is a rare leader much needed in our world"*

HOW  
HE HAS  
INFLUENCED

TOP  
KNOWLEDGEABLE  
THINGS 3

- ROAMING AND INTERCONNECT (both the technical and business components)
- RCS INTERCONNECT MODELS
- PRIVATE LTE NETWORKS

"Commoditization of the networks forced by external parties (i.e. regulators, alternative Communication Service Providers, etc.) is the largest challenge for our industry. Innovation and collaboration on solutions for IOT and RCS will help parties move up the value chain and become an integral part of enterprise IT solutions."

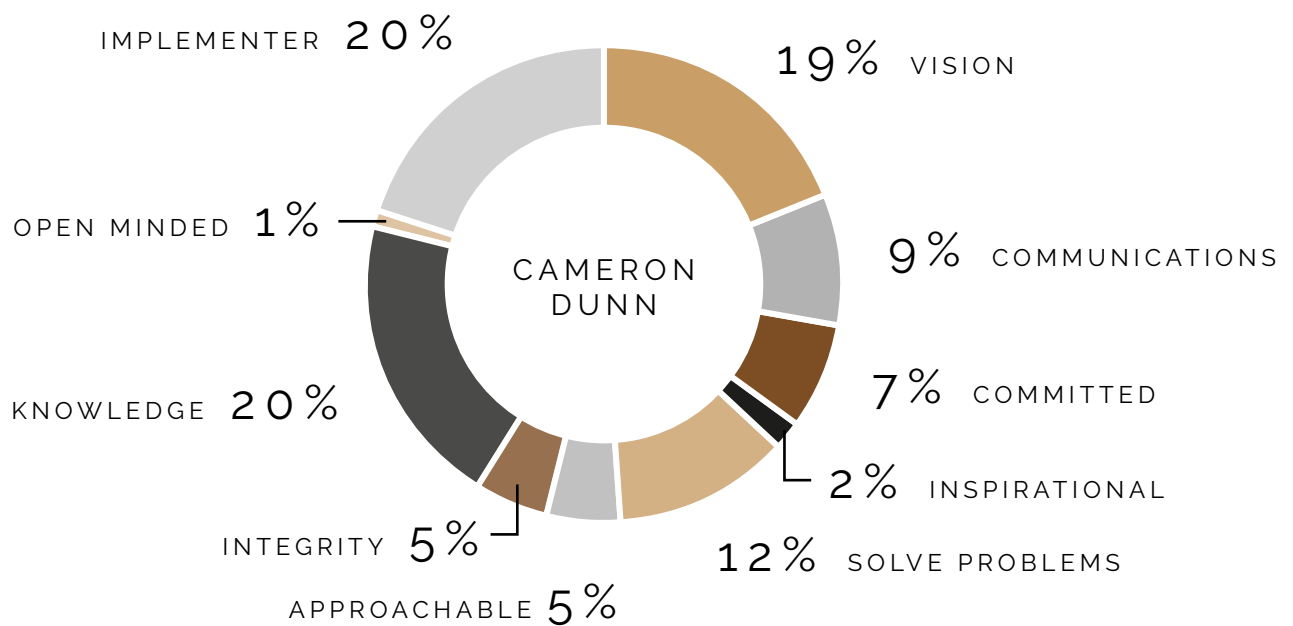
BIG  
GEST  
CHA  
LLE  
NGE



*"He thinks ahead of the curve all the time. Inspiring the vendor community to embrace new technology whereas pushing the carrier to think beyond what's happening now"*

## 8. CAMERON DUNN

DIRECTOR INTER-CARRIER  
ARCHITECTURE AND DEVELOPMENT  
AT&T



INF  
LUE  
NCERS

- BILL HAGUE  
(former EVP at AT&T)
- JR WILSON (VP, AT&T)
- MICHAEL KIRK  
(Director, AT&T)

HOW  
HE HAS  
INFLUENCED

"Be it internal within AT&T, or external with partner networks, vendors, and standards bodies, I try to add value in 3 key areas: Clarity, collaboration, and commitment. Simplifying the complex is essential for ensuring buy-in, engagement and resolution. I believe that I have added value in my professional sphere by being both a driver as well as facilitator for common understanding on matters being addressed by all parties involved. This influence has paid dividends in my contributions in maintaining AT&T's position as a global leader in roaming and inter-carrier services, with examples being AT&T's standardization, development and deployment of 3G, LTE, VoLTE, 5G, and LPWA services in roaming."

”

*"Cameron is the go to person for all things roaming from a technical perspective and is leading the charge to implement VoLTE and 5G roaming at AT&T"*



*"Cameron has been a leader within the industry for many years for both AT&T as well as the industry associations. He's extremely knowledgeable, committed to improving our industry, been a pivotal player in its evolution and all while being very approachable and easy to work with"*



- Mobility Roaming and Interworking - systems management, operations, architecture, marketing, standards, billing, IoT, transit, strategy and service development
- Cost management, internally and with 3rd party vendors
- Building and managing great teams

"In regards to the emerging technology of 5G Next-Generation Core, monetization of this technology in the roaming and inter-carrier space is already a clear and present challenge for mobile operators who require justifiable business cases tied to capital needs. However, I also firmly believe that within these challenges lies many new opportunities that mobile operators will be able to take advantage - primarily by exploring applications and use-cases outside of the established 'norm' that will exploit 5G's ultra-low latency and edge-computing".

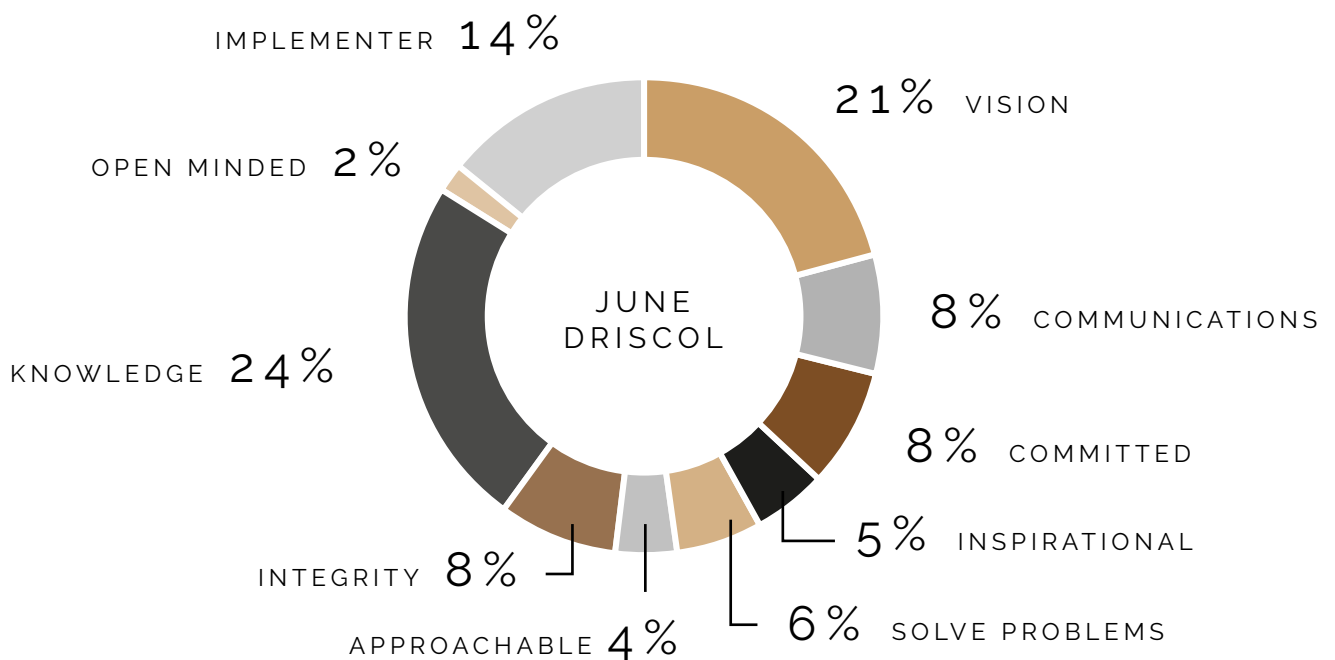




*"June is open minded and tackles problems strategically. She influenced me as her manager and inspired our whole team to look for innovative ways to solve issues we encountered while deploying 3G in Latin America. Her deep knowledge of roaming was inspiring"*

## 9. JUNE DRISCOL

SENIOR MANAGER, WHOLESALE &  
ROAMING  
LIMITLESSMOBILE



# INF LUE NCERS

*"June's persistence, experience and understanding of the roaming world, allowed us to break from the paradigms of old and move into the consumer driven model that we now enjoy!"*



"By my positive attitude, Leadership and passion to succeed. It hasn't always been easy, but I've learnt to Believe in myself, use that energy and the knowledge and experience I've gained over the years to inspire others to be their best. When I exude that positive energy and carry it into every aspect of my professional life, people around me see that and are willing to do the same. I am then able to influence them towards achieving a common goal, overcoming obstacles or simply being their best."

"TEACHERS are the ones I've worked with and my champion was a former manager. She had amazing and strong ethics - work hard, aim high and value your relationships. As my manager, she became very instrumental in my professional growth. For years I watched first-hand, as her warm and kind personality developed relationships, built trust and her courage, determination and focus on the job guided her to reach many milestones and deliver results. She was always willing to share her knowledge and expertise. I valued her opinion even when they meant stepping out of my comfort. During a major Project and I told her I was learning conversational Spanish at the time and after one of our many conversations, she challenged me by suggesting I go further and take a course at a nearby University. I enrolled for the course and spent the next 4 semesters learning Spanish till I became immersed in both the language and culture of the people I worked with. It was one the best advice and decision in my career as it later opened doors of opportunities I never would have thought of before. Next my FAMILY are the cheerleaders. They've supported, nurtured and guided me, but the champion by far is MY MUM. Mum has been giving me strength every step of the way. She was the first to inspire me to believe in myself and to chase my dreams. She taught me at an early age to always be true to who I am so when I told her I wanted to be an Engineer instead of the nurse she wanted me to be, she knew I would be bold and brave. She has celebrated my every success and has been the voice of reasoning in times of failure. I've learnt a lot about myself by simply following her examples - hard work, respect, compassion for others, determination, positive attitude and responsibility. I value her experience and words of wisdom. One that has stuck with me in my professional life is "whatever happens never let go of your faith, your love for family and your future. It's always yours to keep".

# HOW SHE HAS INFLUENCED

*"June is always on top of technology changes, anticipating actions needed to keep the world connected without disruptions due to mobility. She is passionate, knowledgeable, energetic, and always looking for the best way to do things. She is multicultural and that is a key asset for the roaming industry, understanding differences in each country to get things done is a very unique skill"*

- ROAMING PRODUCT STRATEGY
- BILLING & CHARGING
- INTERNET OF THINGS

TOP  
KNOWLEDGEABLE  
THINGS

3

"Realigning our business strategies with new technologies. Accelerate the launch of 5G around the world and expand the coverage. Although some progress has been made in deploying 5G in Europe, we need to do more to not just embrace 5G as the enabler for digital transformation but we as Telecom Operators need to own it. This will give us the competitive edge over other service providers despite the cost which has been a key deterring factor. Other verticals are depending on this and we're in a unique position to build new strategies around it. If you think of Roaming or global borderless connectivity for example, only Telecom Operators would be able to deliver 5G Roaming. The IoT, AR or VR providers etc. cannot do that. Re-evolve our business processes & culture – Besides the changes on the network or infrastructure, changes need to happen in other areas of our business as well – IT, sales, marketing, fulfillment etc. and take advantage of the operational efficiencies that can be derived from 5G Transform our Customer Experience with the tools we have - We must be able to analyze the terabyte of data available to us to create solutions and richer experiences for our customers differentiating us from the other players We must also adopt cloud technology to prepare for privacy & security breach which will be on the increase."

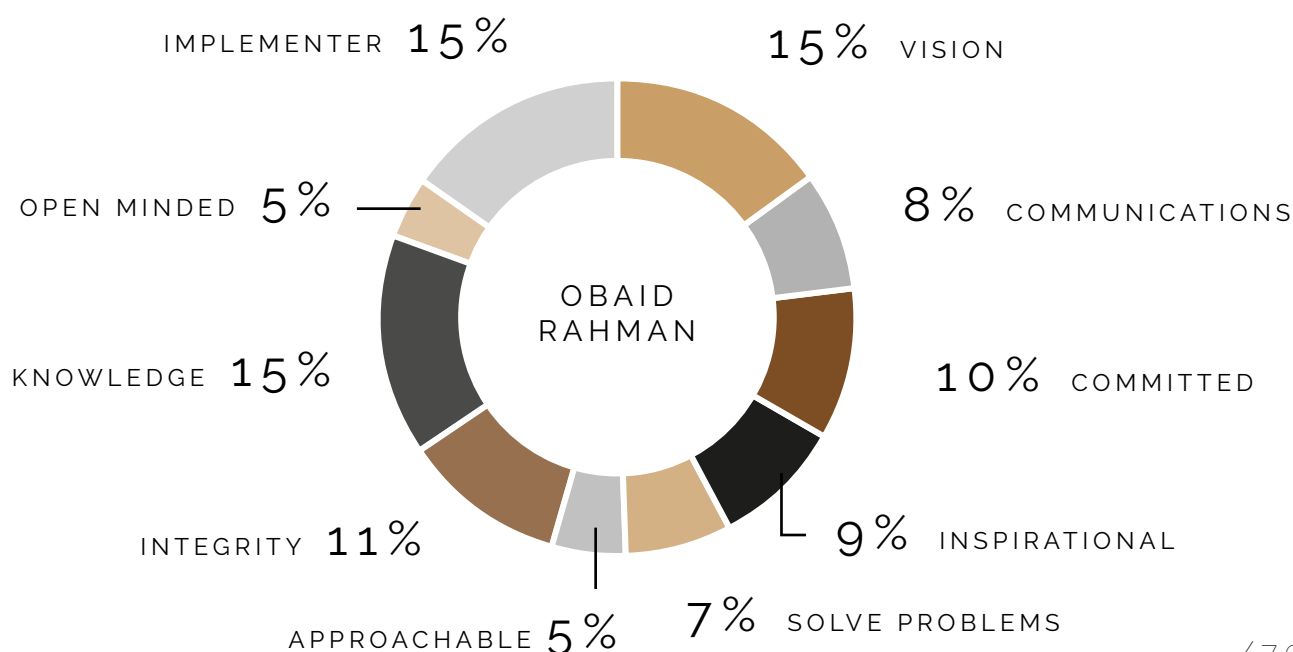
BIG  
GEST  
CHA  
LLE  
NGE



*"Obaid is a visible and driven industry leader that has shaped the global Telco/wholesale industry. Obaid is a visionary leader with a deep understanding of the telco world both technically and commercially. He has created substantial value for the Ooredoo group through his dedicated effort"*

## 10. OBAID RAHMAN

CHIEF COMMERCIAL OFFICER  
OOREDOO GLOBAL SERVICES



/70 /

## INTERVIEW QUESTIONS

2020

*"Obaid has always shown dedication, persistence and great skill to influence decision and outcome with his ideas and deep knowledge of the Telecom industry, his open-mindedness contributed towards the success of his management style. Wish him success and prosperity endeavors"*



### INF LUE NCERS

"Everyone I've worked within the telecom sector during my career spanning 25 years has directly or indirectly influenced me. Hence, I take my inspiration from the whole industry."

*"Obaid was the key driving force behind the transformation business of Ooredoo Group and consolidated de-centralized volumes and deals across ten different entities under the umbrella of a new entity called Ooredoo Global Services. Under the then existing operating model of Ooredoo, only an inspiring leader could have delivered such an achievement"*

"I've consolidated wholesale businesses for multiple entities I've worked for and the professionals I've known in the industry have used it as a benchmark for similar models in their respective organisations."

### HOW HE HAS INFLUENCED

### TOP KNOWLEDGEABLE THINGS

3

- DIGITAL TRANSFORMATION
- GLOBAL OPERATIONS
- TURNAROUNDS

"We are in uncharted waters at this time given the Global Lockdown. The industry requires a major rethink and hence, probably all-new business models need to be devised and implemented."

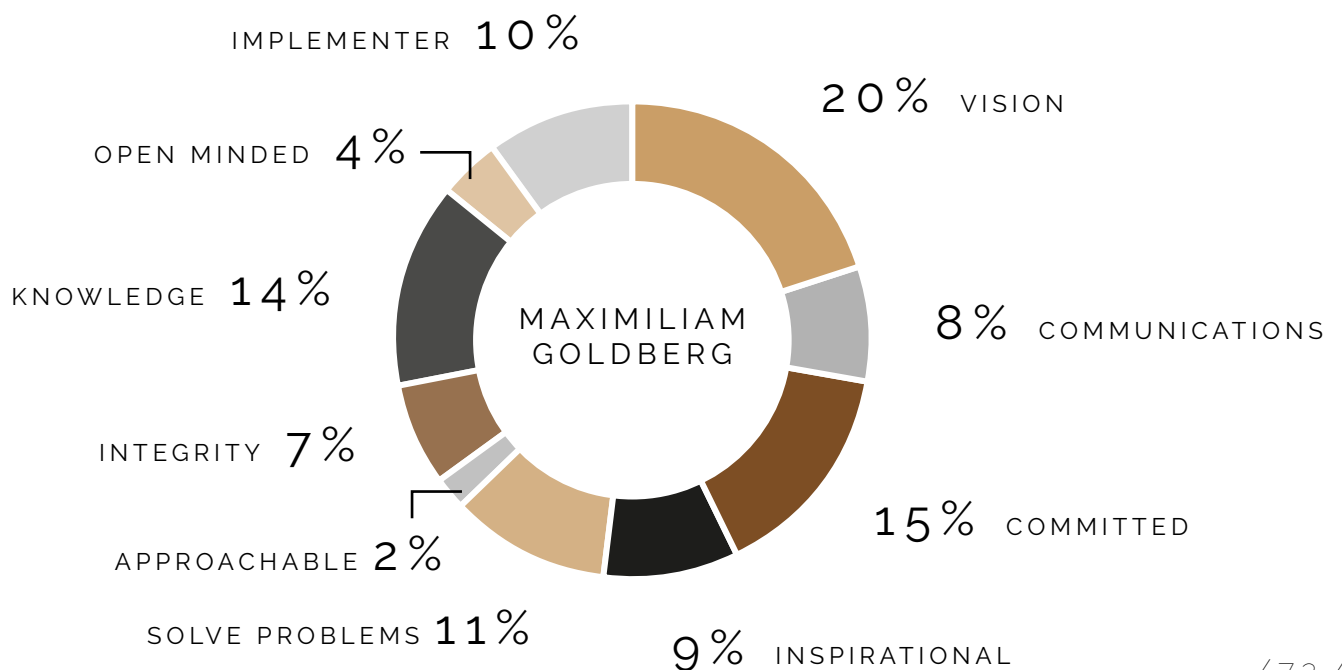
### BIG GEST CHA LLE NGE



*"His commitment to rule out fraud, which cannibalizes the industries' resources and revenue streams, is instrumental to maintain and grow sustainable wholesale business for carriers. His capabilities to convert use cases into tangible solutions enables any industry member to fight fraud and benefit from best practices implemented"*

## 11. MAXIMILIAN GOLDBERG

DIRECTOR OF PRODUCT MANAGEMENT  
SYNIVERSE



*"Maximilian plays a significant role in pushing innovation in 2 key areas: real time mobile engagement to accelerate roaming packages adoption in developing markets and prevention of international revenue share fraud which has a Significant social impact"*

- FRAUD
- ADVANCED ANALYTICS
- CUSTOMER ENGAGEMENT

N/A

## INF LUE NCERS

"There are many influencers during a career spanning over 14 years but if I need to name one: PABLO MLIKOTA has been (and still is ) an inspiring leader I look up to when it comes to how to put the right mindset on customer centricity and innovation while driving sales engagements."

## HOW HE HAS INFLUENCED

"I have helped shaping innovative applications and methodologies that help reduce and prevent Fraud while digitizing the customer experience for a more engaged and fluent experience in B2B – tackling fraud is eventually about people and how we make the world a better and safer place for all. Large corporations might be able to absorb fraud losses but the ones that really get hurt are the people who suffer from it so I'm very proud to be able to make a difference (as small as it might be)."

## TOP KNOWLEDGEABLE THINGS

3

## BIG GEST CHA LLE NGE

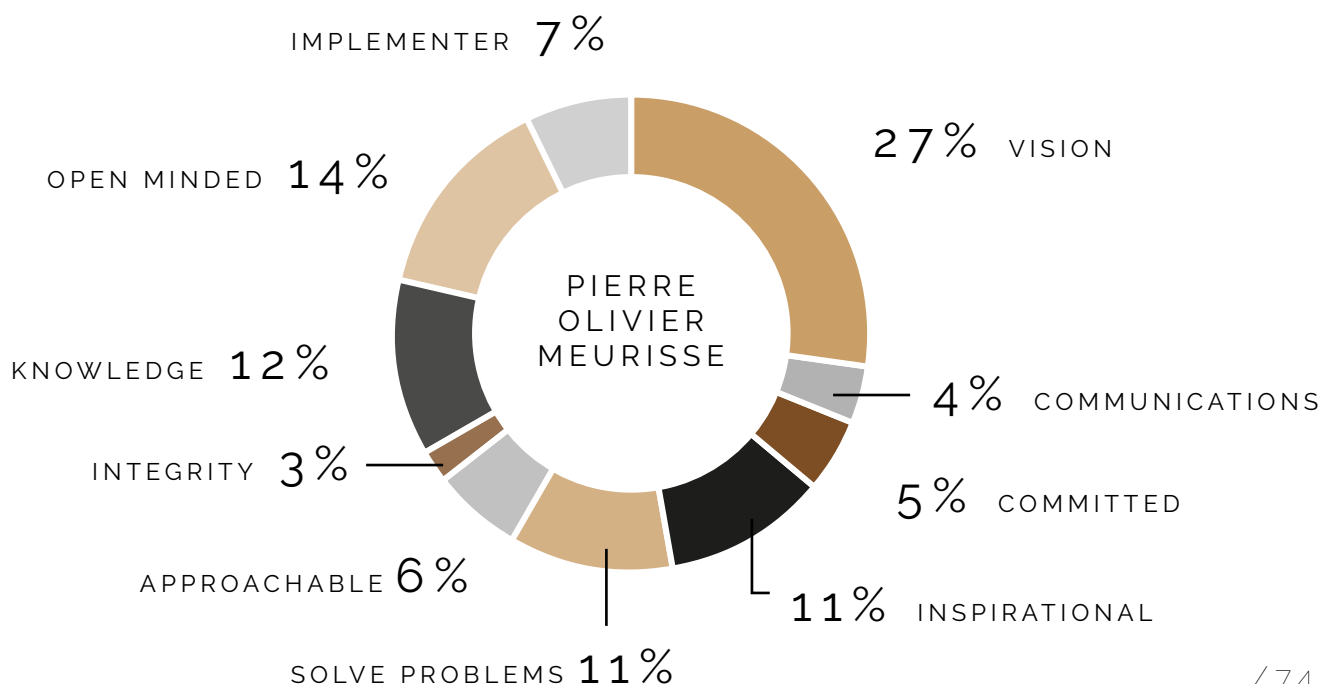
*"Max has a profound and subject matter expertise of the industry that allows him to be a very influential because he understands the needs of the industry and how to provide a solution to these needs"*



*"He is a visionary and a Leader. He got ideas to centralize roaming activities for Africa Zone in order to increase roaming openings for Orange African affiliates. An roaming expertise centre born in Abidjan and It is a success since several years now. Some Europe affiliates join this Center. Now this project will be expend for all Orange affiliates till some months to join this Centre to keep roaming expertise and opening in Orange Group"*

## 12. PIERRE OLIVIER MEURISSE

GROUP DIRECTOR SI & OPERATIONS @WHOLESALE LINE OF BUSINESS,  
PART OF THE WHOLESALE & INTERNATIONAL NETWORKS DIVISION  
ORANGE



## INTERVIEW QUESTIONS

2020

*"He is a very inspiring person, rigorous in his work. Through several projects, he continues to demonstrate his inspiration and expertise in his field. We never get bored with him because he is always brimming with ideas"*

N/A

### INF LUE NCERS

"With more than 20 years of experience in wholesale and more precisely in roaming, I managed to lead the subsidiaries of the Orange group and more precisely in the MEA zone in strong and recognized business expertise ranging from the creation of a service roaming to launch new technologies."

### HOW HE HAS INFLUENCED

*"He worked in different sectors in the industry. Therefore, he has a cross-sectional view of roaming. This is an experience that he used to create the Roaming Center in Côte d'Ivoire. The roaming Center acts as a provider for operators. They help increase and improve operators' connectivity through IREG/TADIG tests, monitoring of quality of services and additional services. He is a model of innovation with great coping skills"*

"Of course the COVID crisis is the major one, except the industry distribution with the new technologies coming up with Nr-IoT, 5G and the BCE arrival. COVID will change our management of deal management, more digitalization with the E-Signature process arrived. One main challenge is to adapt our rules and GSMA standardization is a new mode. Blockchain could be useful in order to review our end to end roaming model from the contractualization to the settlement."

### TOP KNOWLEDGEABLE THINGS

3

- MUTUALISATION ACTIVITIES
- CLEARING PRINCIPLES
- PROJECT MANAGEMENT

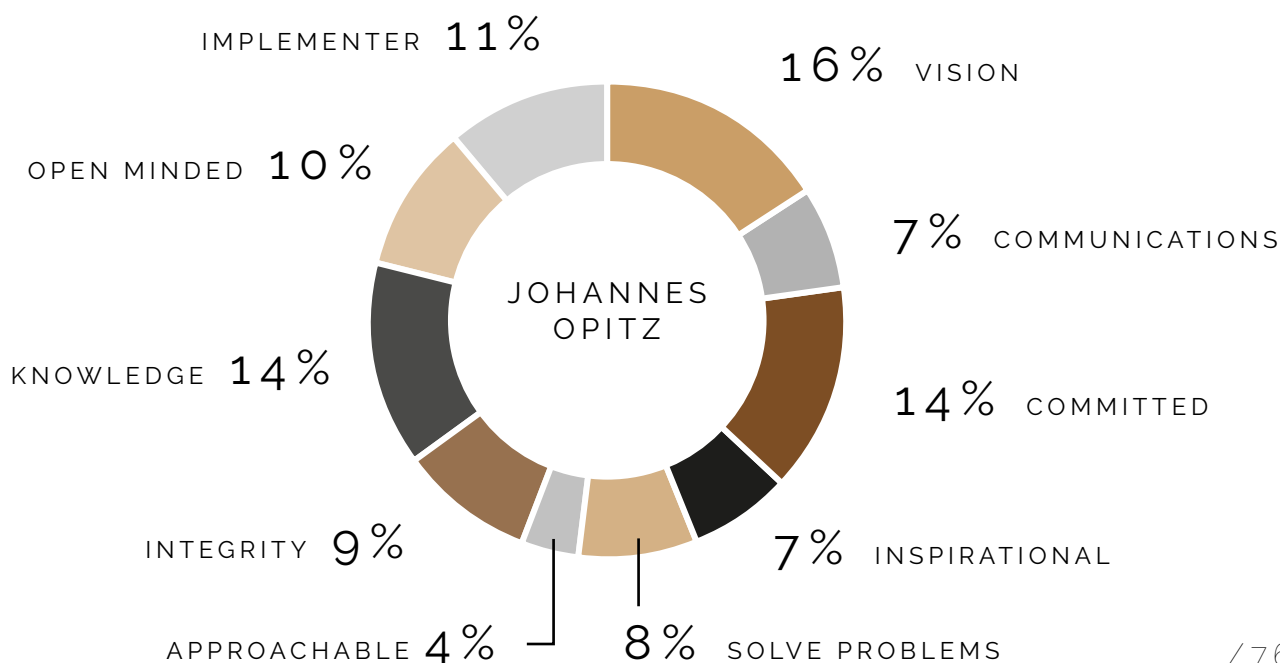
### BIG GEST CHA LLE NGE



*"For how long I know Johannes he has the strongest knowledge about industry, not just part that he is leading but overall knowledge how mobile operators work and all issues that mobile operators can have. Having that on mind his work help not just DT but all MNOs to solve all issue we are facing and to prevent some other issues to appear even before they happened"*

## 13. JOHANNES OPITZ

VICE PRESIDENT COMMERCIAL  
ROAMING  
DEUTSCHE TELEKOM AG



/76/



*"He has the strong will to improve the customer experience by roaming service. In order to do that, he's been working closely with operators around the world. His opinions and actions have been consistent, so that I always enjoy working with him since I feel we are creating something new and good for our retail customers. That is our ultimate goal"*

## INF LUE NCERS

"MICHAEL GIESSLER, my predecessor and former colleague, was instrumental in establishing the first standards and procedures for international roaming. This was long before the GSMA was established and the work was conducted by a handful of Western European operators. Together with BERND JAENSCH, my first boss in Commercial Roaming, we worked relentlessly to introduce a spirit of integrity, reliability, and honesty. These principles were firmly established within Deutsche Telekom's International Roaming team. I am very proud of this history and these values and I believe this is what the industry recognises us for. A trusted roaming partnership is fundamental to our entire roaming business. Last but not least, I want to mention my first mentor when I started my first job in Venture Capital. He taughts me valuable things when it comes to decision making. Alongside good judgement and calculated risks, speed is also essential in the decision process. Moreover, those decisions require constant reviewing, reiterations, and adaptation to new information or changes in the market or the consumer. Now, many years later, this is the essence of the Agile mindset that everyone is talking about."

"Thinking of my immediate professional world, I believe I brought in a combination of pragmatism and creative problem solving. A healthy appetite for new ideas on how to sustainably grow our business. As a matter of fact, I was involved right from the beginning when roaming IOT Discount negotiations came up. I am proud to say that the way Deutsche Telekom is conducting its business in the roaming environment is based upon my initiative and work."

## HOW HE HAS INFLUENCED

*"Johannes is a truly seasoned professional that knows the business inside out. He is able to look at issues from various different angles, proposes solutions that sometimes are disruptive or revolutionary to standard practices. He is often sought for advice from other professionals in different fora or discussions. In my opinion he is truly worth this prestigious award"*

”



"It depends whom you would ask from family to friends to colleagues. I am definitely knowledgeable in roaming but also in other areas of telecommunications beyond the traditional telco business like Pay-TV and the satellite industry."

"I believe the biggest challenge for the MNOs is to stay relevant and continue to provide value in an increasingly crowded landscape. The industry needs to stay up to date, reinvent itself by adopting meaningful digital innovations, also at a business model level, especially with the increasing challenge we face when it comes to VoLTE, IoT/M2M and 5G - just to name a few."

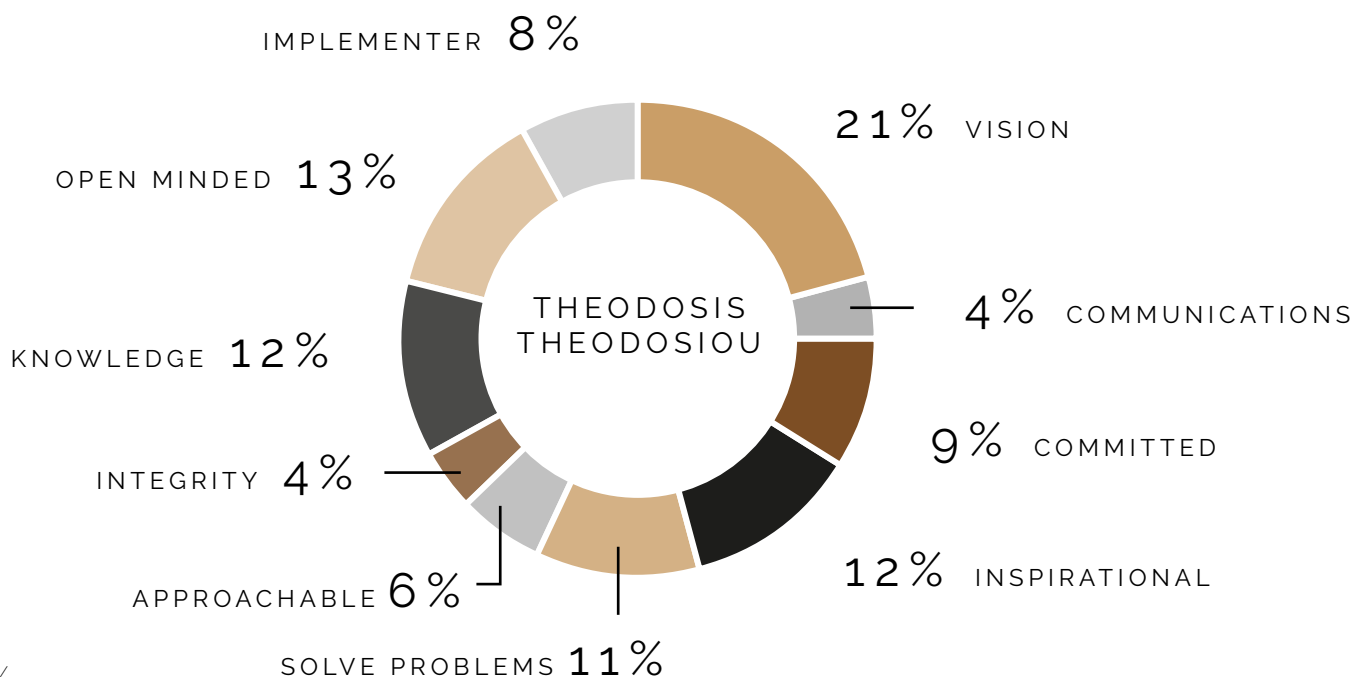




*"With his vision, knowledge and ambition, he proposed and opened these new horizons in our company in the areas of Roaming and interconnect. He was determined to succeed and motivate his people/teams to explore and achieve the required targets. With his commitment to his plan, he made PrimeTel PLC today a strong and a well-known carrier in the industry. Undoubtedly, as an open-minded person he will continue his efforts to examine more ways to establish new projects within our company and in the industry in general"*

## 14. THEODOSIOS THEODOSIOU

CHIEF COMMERCIAL OFFICER (CCO)  
PRIMETEL



## INTERVIEW QUESTIONS

2020

*"He is very knowledgeable and very clear in his way of explaining his point of view. He is a visionary, taking the lead in penetrating new markets and very influential finding a common interest in areas of new opportunities"*



### INF LUE NCERS

N/A

*"Any wholesale deal is possible if there is good chemistry between people and both parties understand that end result should be beneficial for both."*

### HOW HE HAS INFLUENCED

- CAPACITY
- VOICE
- ROAMING

### TOP KNOWLEDGEABLE THINGS

3

*"Competition between OTTs and Telcos. Partnerships and cooperation between OTT and Telcos can create a better future for both."*

### BIG GEST CHA LLE NGE



*"Theodosios Theodosiou is a passionate entrepreneur who understands the Telecomms business from Wholesale, Interconnections down to B2B level. The drive to improve the current mobile standards in Cyprus has been long overdue on the Island. Additional to this, the maturity of joining hands with a competitor ISP to offer a full sports pack on the PrimeTel platform shows the maturity of a man who respects his end customer. Theodosios Theodosiou inspiring people who are working with him by communicate his passion, knowledge, vision and his experience on telecom services"*



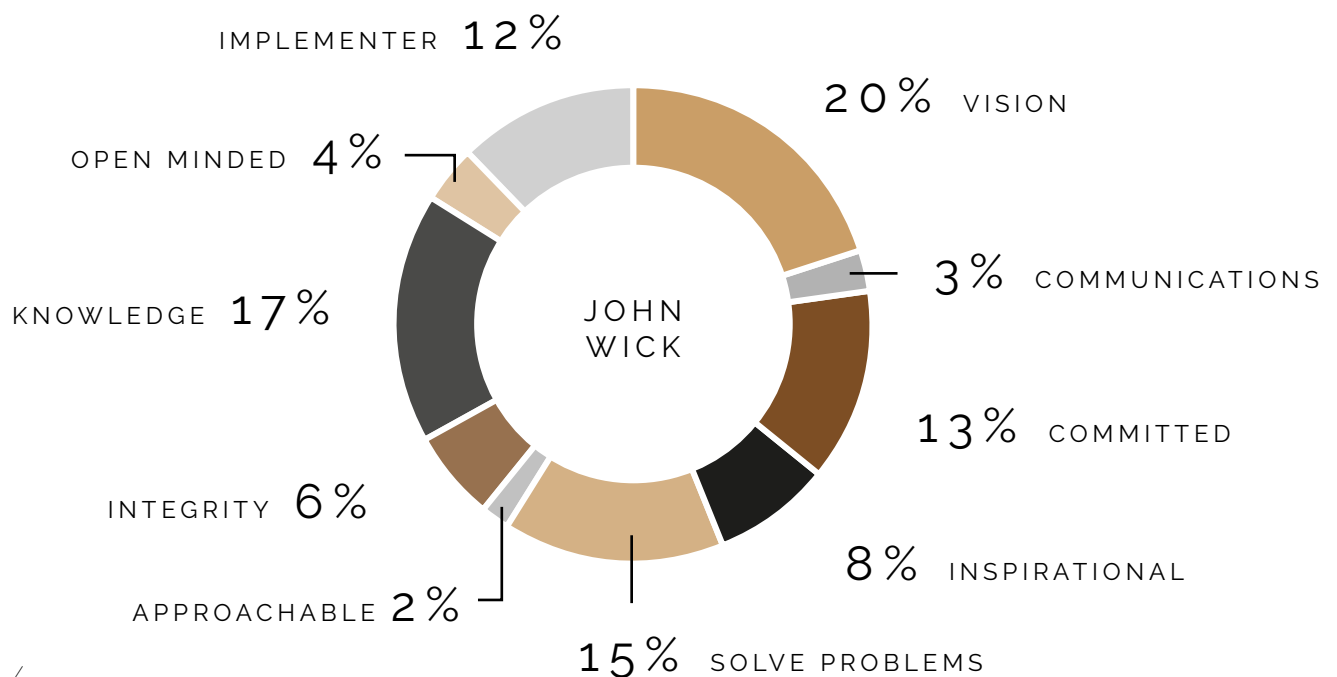
*"John Wick has proven to me, as a colleague, that he is a true leader through his words, actions and, most importantly, his demeanor.*

*His knowledge level of our customers and their pain points and how to resolve them are immeasurable.*

*His ability to lead our global product management team is outstanding"*

## 15. JOHN WICK

SENIOR VP AND GENERAL MANAGER, HEAD OF  
GLOBAL PRODUCT  
SYNIVERSE



”

*"John always thinks 3 moves ahead of the obvious problem facing the industry. His vision for IPX, data roaming, and VoLTE/RCS interconnect has now come to fruition in a big way and other solutions yet to become mainstream like 5G and IoT is already well thought out"*

”

*"John Wick's vision towards 5G is commendable, under his leadership the 5G hub was created to cover data, messaging and voice services on 5G, NB-IoT and LTE-M networks. Also new 5G signalling service to direct traffic on next-generation networks was being developed under John Wick leadership"*

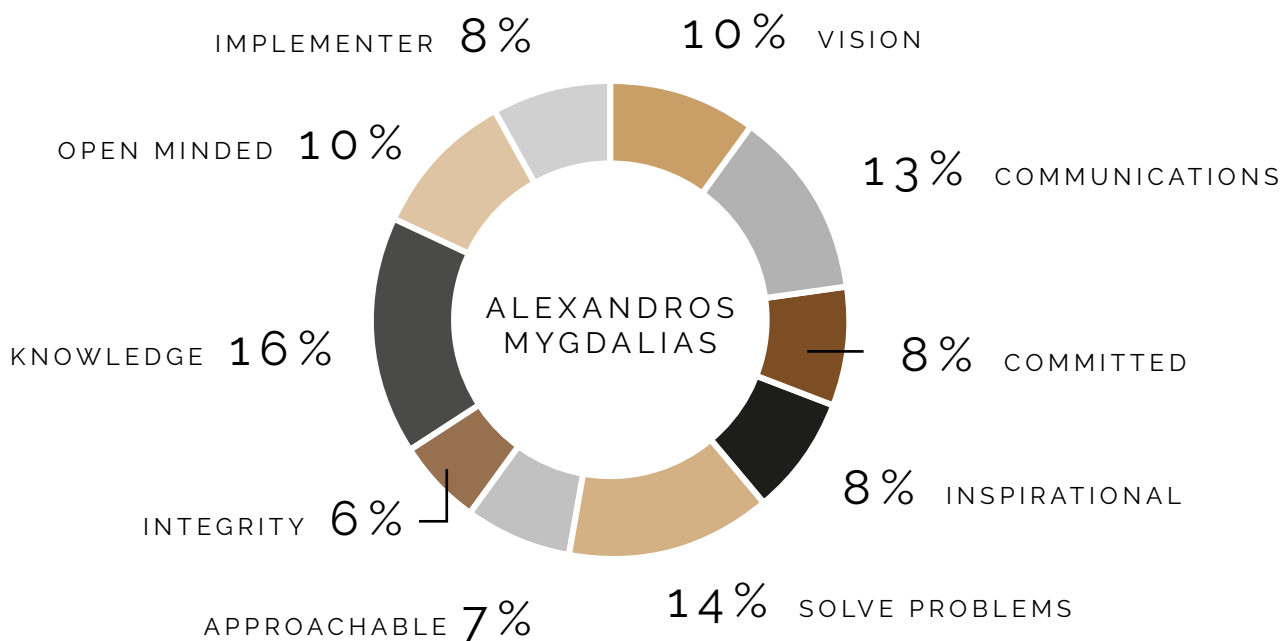


*"Alex has consulted several Mobile Operators to visualise their Messaging Business counting only on transparency. His creative ideas transformed their fears to a growing business, easier to manage and understand. Always considering on win-win deals"*

*"Exceptional knowledge both technical and commercial, effective dealing with appeared issues and great empathy towards the involved parts"*

## 16. ALEXANDROS MYGDALIAS

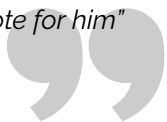
GLOBAL CARRIER RELATIONS  
AMD TELECOM



## INTERVIEW QUESTIONS

2020

*"Alex has excellent expertise in A2P SMS service and partner relationships. He is very proactive, responsive and quick. I am also impressed by his bright personality. He is a dedicated person. I recommend you to all others as to vote for him"*



## INF LUE NCERS

KOSTAS  
DALKIRANIS

"Always aiming to see the business value from the opposite side was the key not only to unlock hard business opportunities but also to create strong bonds with the people behind the mobile operators. Being patient but also persistent are the keys to achieve a lot when the odds are not in your favour!"

## HOW HE HAS INFLUENCED

## TOP KNOWLEDGEABLE THINGS

# 3

- A2P & P2P SMS
- WAY MESSAGING
- MNP DATABASE

"Mobile Network Operators after hard times they understand the value of their Messaging Business but they underestimate its power and dynamic so to support it."

## BIG GEST CHA LLE NGE

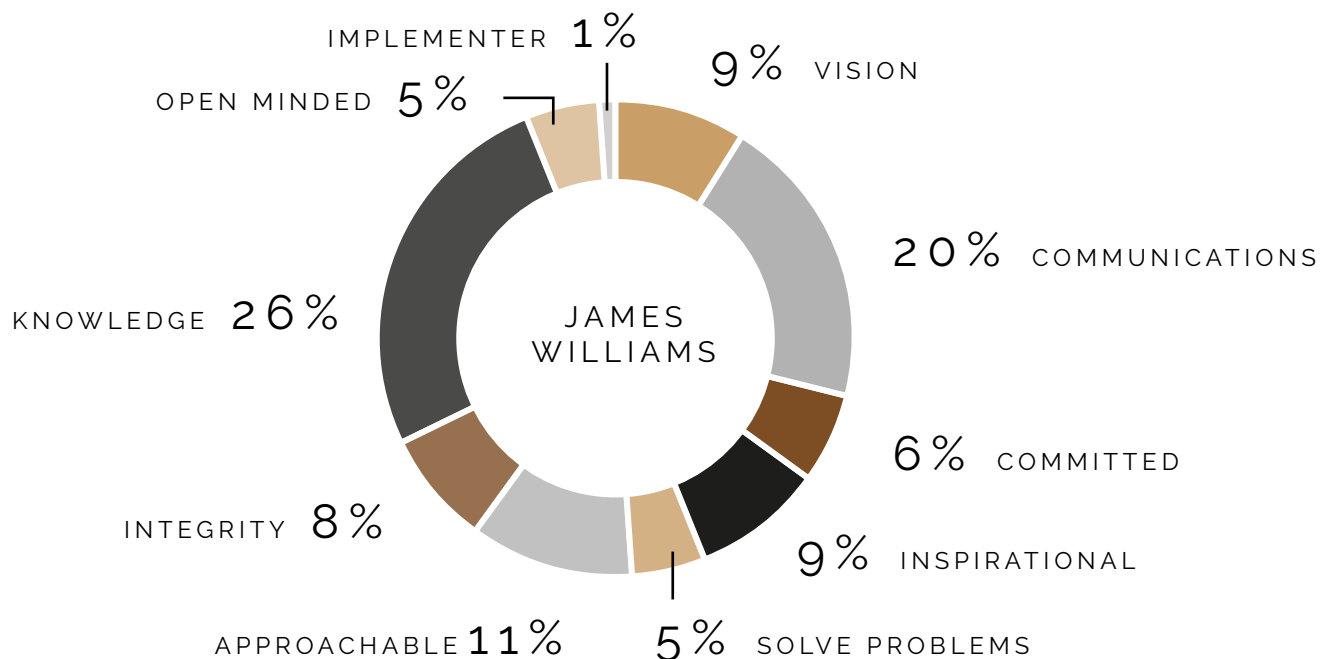
"The 2nd issue is that most of the networks due to the lack of investments they are not ready to support the new messaging era, Which is clearly the RCS providing enriched content."



*"He is MrConnectivity.  
He has over 25 years' experience in the field of Telecommunications, the last 15+ years immersed in the world of Customer Engagement. He live and breathes Mobile Messaging, Omnichannel, Customer Journey Orchestration, Mobile Subscriber Intelligence and Monetisation"*

## 17. JAMES WILLIAMS

CEO  
MR CONNECTIVITY



/85/

ATTRIBUTES SELECTED BY VOTERS TO DESCRIBE THIS PERSON

N/A

"By helping clients cut through the smoke and mirrors that abound, telling them what they need to hear and not what they want to hear. We bring organisations a host of great partners to help propel their businesses forward, should they need and so desire it. We are truly unique in that we have no official ties and will always recommend the best ways forward relative to each client at that specific time. One size does not fit all."

## INF LUE NCERS

## HOW HE HAS INFLUENCED

*"James has a flair for democratizing Messaging and imparting his knowledge in a succinct way to any audience, layman or pro! Definitely an influencer in the industry and has a network reach and relationship with all major MNOs/aggregators & execs to back his talk and make things happen!"*

- HELPING COMPANIES MAKE THE BEST MOBILE ENGAGEMENT MOVES
- MAKING ORGANISATIONS' BRANDS SHINE
- THE MONETISATION OF A2P (APPLICATION-TO-PERSON) TRANSACTIONS, PARTICULARLY IN THE MOBILE NETWORK OPERATOR SPACE

## TOP KNOWLEDGEABLE THINGS

3

*"Having a lot of knowledge of the industry and being in communication with all stakeholders in the ecosystem, he is making an impact by connecting all dots into a meaningful picture. As simple as this may sound, many times this is exactly the type of person that is missing"*

## BIG GEST CHA LLE NGE

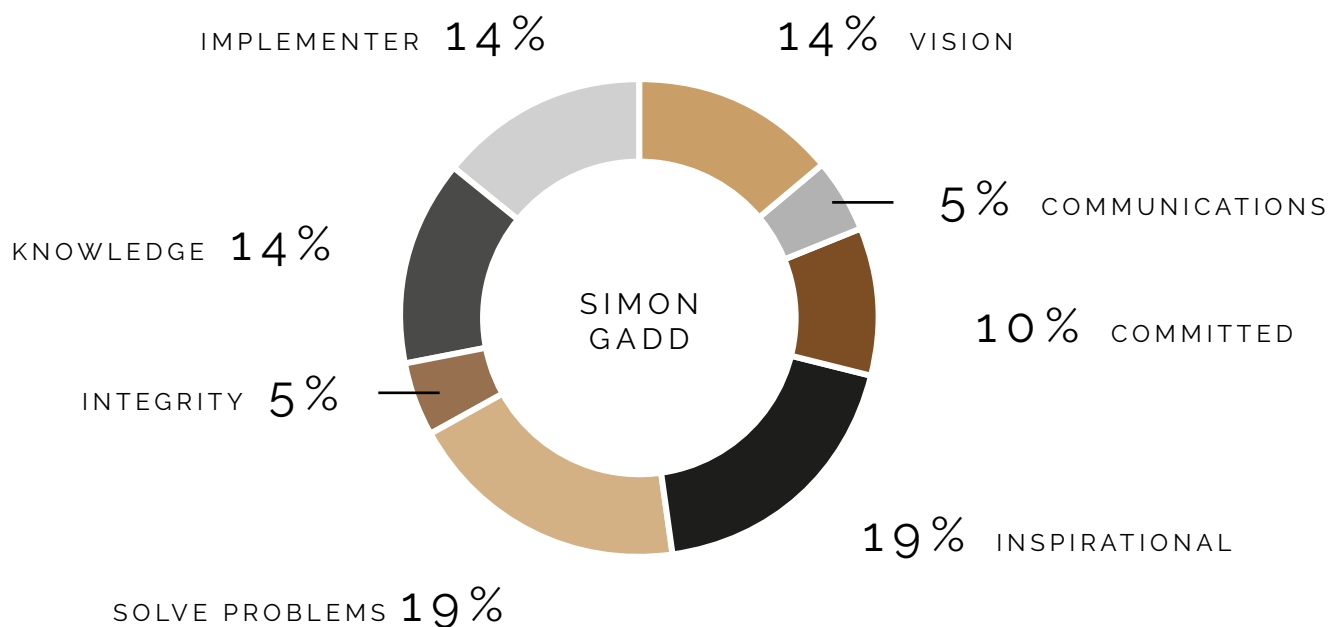
"Our industry needs to work far harder on retaining perspective: with over half the world yet to be connected, there is a growing divide between the 'haves' and 'have nots' which needs to be stemmed and closed. To solve this we all need to come together to focus on the basics being executed brilliantly, not on what influences only a minority of users."



*"His magnificent creation of the Financial Clearing system of Nextgen is one of a kind. When it was created almost 10 years ago, it was the most flexible, user friendly, and comprehensive financial clearing system I ever see. This new approach created a foundation for a better DCH platform used later by NGC and copied later by other F/DCHs. Moreover, we cannot ignore his contributions to introduce the 1st IOT discount management system ever created (IOTRON). Finally he is a role model for dedication, listening to customers, and how to turn a dream into reality. As a user and customer of NGC and its FCH, DCH, and IOTRON systems I would love to thank Simon for making my life easier"*

## 18. SIMON GADD

HEAD OF PRE-SALES  
NEXTGEN CLEARING LTD



/87/

*"Simon was one of the designers of the Nextgen Clearing and Settlement platform that also introduced the settlement bridge functionality. It is the first time that the commercial and the financial teams can work on a single platform to manage their wholesale deals, from budgeting and deal simulation, to accrual reporting and cash optimisation"*

## INTERVIEW QUESTIONS



### INF LUE NCERS

"RICHARD SCOTT - Taught me how to be a great business leader with humour, humility and accountability - I always aim to emulate his style to work and play hard with my teams at every opportunity."

"Provided collaborative engagement Commercial Wholesale Roaming Managers and their teams to deliver the tools they need to operate accurately, efficiently and, most importantly, profitably."

### HOW HE HAS INFLUENCED

### TOP KNOWLEDGEABLE THINGS

# 3

- THE ROAMING ECOSYSTEM
- FINANCIAL CLEARING
- DISCOUNT MANAGEMENT, BUSINESS INTELLIGENCE AND ANALYTICS

"The explosion of 5G and IoT along with its associated ripple effects. Developing new systems to support MNOs which capitalise on the opportunity to move to real time processing, analysis and settlement. Our industry is a technological laggard and needs to really bring processes up to date learning from the best-practices of other industries."

### BIG GEST CHA LLE NGE

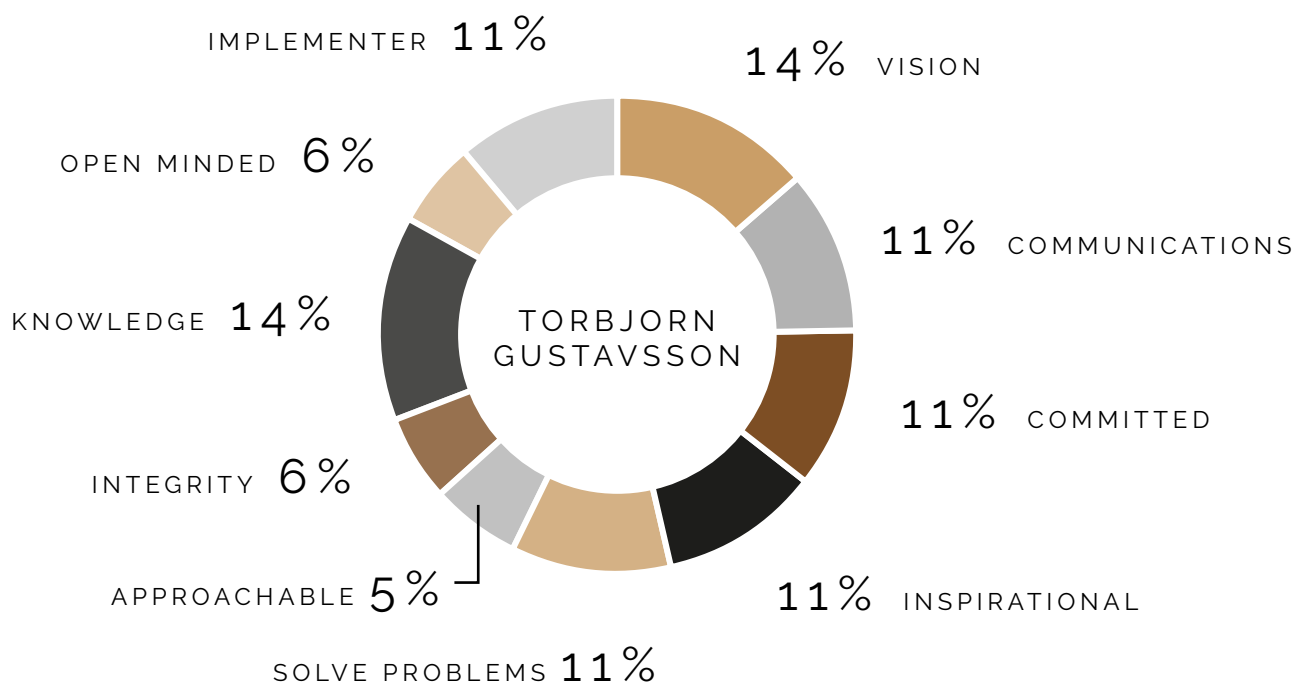
*"Simon is always open for new challenges and an excellent solution provider. His vision and approach to knock down the problems is commendable. His knowledge into the industry is add on to the company and his colleagues"*



*"Through his roles at Telenor, Telia Company, and working with the GSMA, Torbjorn has dedicated himself to the roaming industry for many years. He has integrity, and deals with everyone in a fair and kind way. Additionally he has helped define GSMA and industry standards, and been a supportive member of many industry bodies"*

## 19. TORBJORN GUSTAVSSON

DEVELOPMENT DIRECTOR - MOBILE DATA SOLUTION  
TELIA CARRIER



# INTERVIEW QUESTIONS

2020

*"With his knowledge  
he does inspire  
and support  
colleagues, partners  
and customers"*

”

*"His energy combined  
with a relentless  
passion for the  
subject has really had  
a positive influence  
on the industry"*

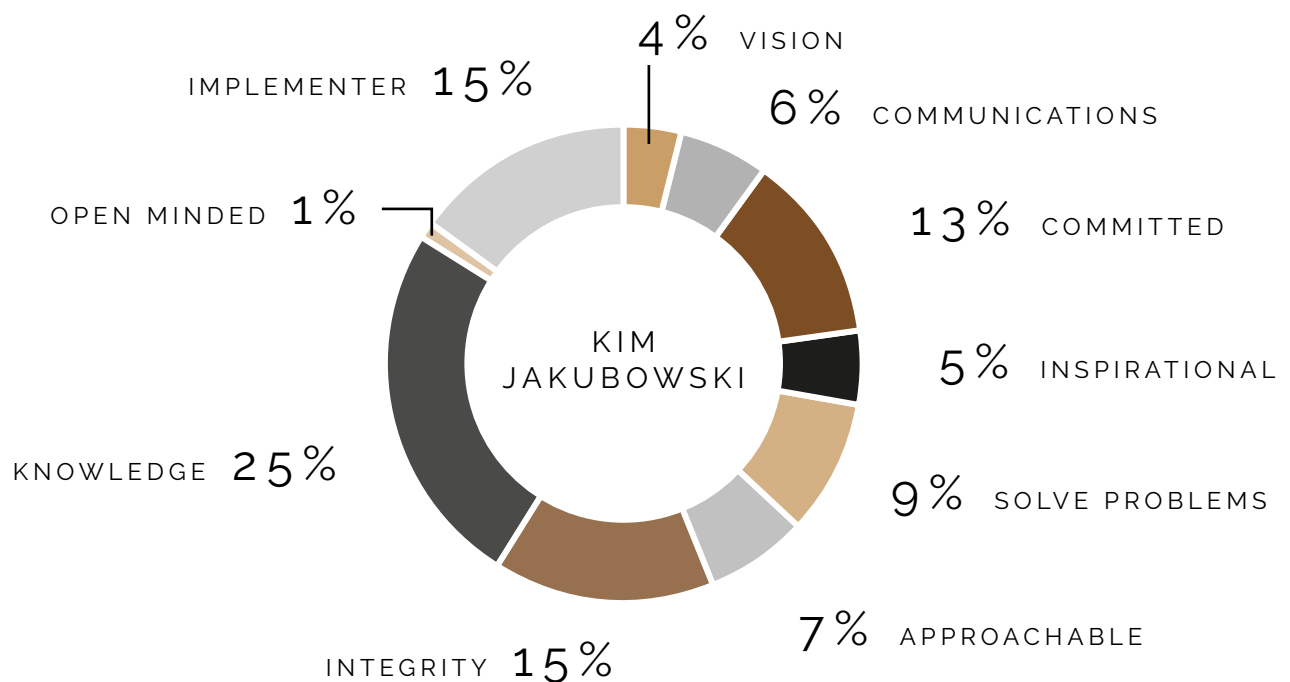
”



*"Kim has always been an industry leader and is an effective and experienced voice of reason when it comes to issues that affect all roaming carriers. She is approachable and is willing to step in and roll up her sleeves and will work to correct issues and is a very effective communicator. I have worked with Kim often over the years and always enjoy our interactions and would wholeheartedly recommend her for this honor"*

## 20. KIM JAKUBOWSKI

SENIOR PRODUCT MANAGER  
GCI - GENERAL COMMUNICATIONS, Inc.



"Having spent the majority of my career working for smaller regional operators, I have tried to be an advocate for the smaller, yet still critical regional operator voices in the wireless community, not just for my own employer. I've tried to be a bridge between the broader wireless world's innovations and forward progress in areas like technology, settlement or fraud and bring them back to my colleagues who may not have the resources to fully participate in the global and regional forums and conferences."

## INF LUE NCERS

"Without a doubt or hesitation I will give credit to GENIE CHAPLAIN. I worked with Genie at the beginning of my career when I worked for UPS in their Wireless Technology division. Coming from a background of public school teaching, she took the time to educate me on cellular networks and infrastructure. She was also key with helping me move on to a new position in the Fraud department at NYNEX Mobile and I have always strived to pay it forward by helping others as my career in telecom continues. Currently the biggest influencers are the new telecom professionals and the fresh approach they bring to expanding our global connectivity."

## HOW SHE HAS INFLUENCED

*"Kim Jakubowski is a leader in the workplace and in her community. She constantly goes above and beyond to deliver a best-in-class customer experience. In my time working with Kim, she has turned difficult situations with external partners into win-win scenarios. A truly extraordinary individual"*

## TOP KNOWLEDGEABLE THINGS

- WIRELESS PRODUCT/TECHNOLOGY AND INNOVATION
- ROAMING (contracts, settlement & network)
- FRAUD (to a lesser degree)

"The global misunderstanding on the impacts of wireless (specifically 5G) on health, security and the environment. Find a popular social media influencer or celebrity spokesperson to address the misinformation out there. Apparently that carries more weight with people generally than scientific facts."

## BIG GEST CHA LLE NGE

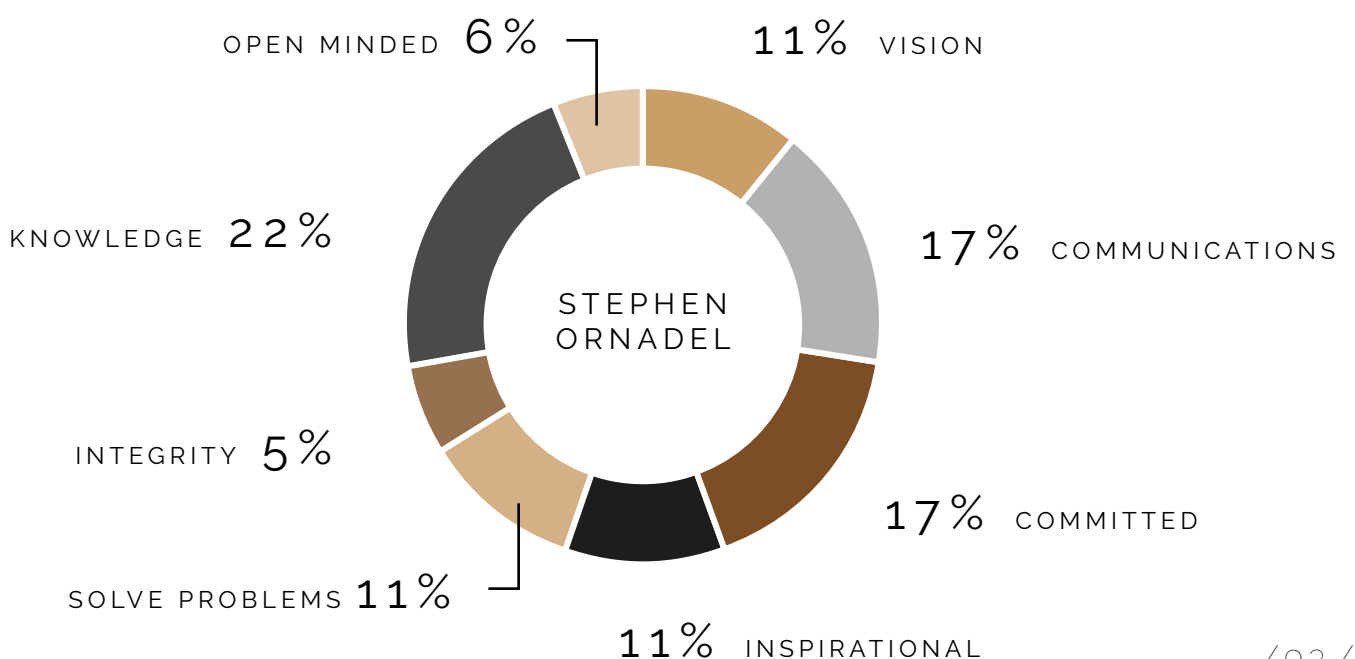
*"Kim's 20+ years in the industry along with her diverse background in billing, fraud and roaming has allowed her to be an influential member of the telecommunications industry. WLNP transition and roaming billing are two areas of her biggest influence"*



*"He's been a rock in the GSMA world with a broad knowledge on roaming and all related technologies. He's always actively participating in meetings rather than be the fly on the wall, coming with ideas or with objections based on his understanding of how new procedures will impact business"*

## 21. STEPHEN ORNADEL

VICE PRESIDENT BUSINESS  
DEVELOPMENT  
MOBILEUM



## INF LUE NCERS

"Biggest influencers is tricky to answer but there are a few people who have shaped my values for the rest of my career.

The first is SRINI GOPOLAN. He was the CMO back in T-Mobile UK before our merger with Orange. It was a really tough period and he made clear the business needed shaking up, we needed to become more agile and ruthlessly focus on costs. He was clear that we would make decisions quickly, they could be bold, they might be the wrong decisions but decisions we would make. Where we made a wrong decision we would go back and review and revise that decision. I loved that bold approach and have always tried to stick to that as a guiding value. The second is a group of German managers from Deutsche Telekom who were amongst the pioneers in roaming – MICHAEL GIESSLER, BERND JAENSCH and SOME OTHERS. They acted as shining examples of:

- Personal integrity
  - Business integrity
  - Absolute professionalism
  - Speaking with total freedom and being able to strongly disagree prior to any decision
  - Reaching consensus if not agreement and from then on sticking to a collective decision
  - Valuing true expertise – whether it was technical, commercial to otherwise.
- Excellence was always valued and promoted.

I have always tried to emulate those values ever since in my career.

Finally, I won't name the third. He was a SENIOR MANAGER IN COOPERS & LYBRAND when I was a trainee auditor. It was clear he was never going to make Partner in London and rather than recognising his limitations he stuck at it and eventually made partner in a very much tier 2 location. He taught me the lesson that you must recognise that you can't fit into every company and sometimes it is best to move on to a new challenge before you spend too much time in an environment that isn't right for you or for your employer!"

*"When I spoke with Steve for the first time, the first thing you will like about him is the way he communicates, he is a very good listener and very helpful. Anyone can be influenced very easily the way he presents and he has very good eye contact with the audience. He is definitely the best asset to any company"*



*"Stephen Oradel is part of the development of an amazing Fraud solution, that combines the State-of-the-Art technology and a groundbreaking vision. His work has a positive impact in the industry supporting to reduce abuse and fraud in Roaming"*

## HOW HE HAS INFLUENCED

"I would like to think I've been able to influence most things I have touched in telecoms. My proudest achievement is being the creator of the Near Real Time Roaming Data Exchange in the face of initial rejection from the GSM Association and opposition from one of the world's largest operator groups. I am proud that I had over 100 operators support my paper and within just a few years it became the industry standard in reality and not just on paper. It is now adopted by every single mobile operator world wide. I think it is not an exaggeration to suggest that it has saved the industry at least \$1bn since launch but probably several times greater than that."

## TOP KNOWLEDGEABLE THINGS

# 3

"That depends who you ask! My wife will say not enough, my kids will say too much stuff that has no relevance or importance. I will simply say a range of aspects of telecommunications - I have been lucky to have worked in a wide range of areas."

"Addressing the challenge of moving from legacy business models to new models required to ensure 5G, IoT and continued huge upswings in data growth are profitable. The key to addressing that is ensuring that operators optimise their position in the value chain."

## BIG GEST CHA LLE NGE

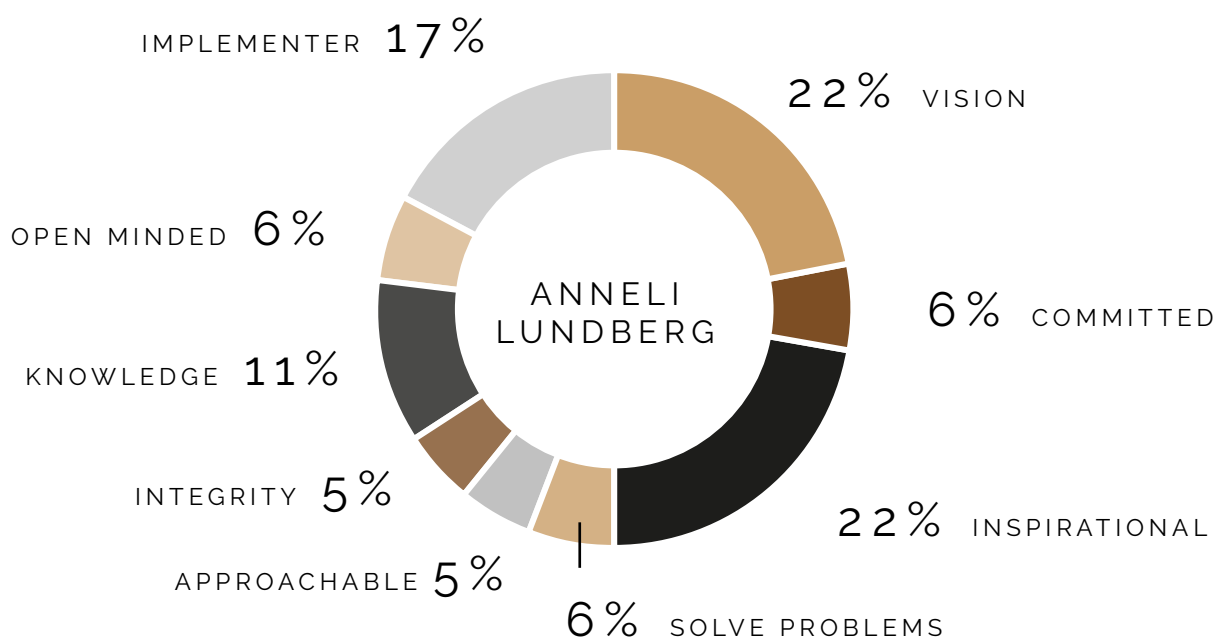


*"Challenging and driving, not only CKH IOD but the industry as a whole, to become more automated and digitalised - which is essential in order for MNOs to survive in the new Telco landscape"*

*"Developing and promoting new industry standards and best practice. Participation in research projects to improve processes and performance within the Three Hutch Global Group"*

## 22. ANNELI JENNERSJÖ LUNDBERG

DIRECTOR OF INTERNATIONAL  
CARRIER SERVICES  
CKH INNOVATIONS



*"She has a vision to make roaming processes moving further. She embraces the new opportunities to make the right changes within the industry"*

## INF LUE NCERS

"Being inspired by corporate cultures, values and environments that empower individuals at all levels in an organisation to act, and thereby allowing them to perform at their best. Of course, the culture reflects an organisation's leadership"

"As an industry I think our processes are outdated, things that should be automated, we are still doing manually, and we are doing the same thing multiple times- we have the technical capability but we're not using it as much as we could. This is not sustainable, especially with the rapid technology development. Therefore, as an industry we need to become more streamlined in how we work together; we need to use new technology to get rid of old, disjointed, processes. We should take on board learnings from other industries to engineer efficient end to end business processes, and we need to see the urgency of this to achieve the relevant time to market. I believe we need to work with and within the GSMA and in parallel, not sequentially, embrace an "operational coopetition" mode of working across MNOs and the industry in a pragmatic and hands-on manner for the benefit of the end customer. Of course this needs to be done within a controlled framework, within rules and regulations."

## HOW SHE HAS INFLUENCED

- Being curious, seeing patterns and combining insights and solutions from different industries
- Seeing the bigger picture and the detail
- Being determined, positive and open

## TOP KNOWLEDGEABLE THINGS

3

- GLOBAL MOBILE COMMERCIAL PARTNERSHIPS
- BUSINESS TRANSFORMATION
- MULTI-INDUSTRY TRANSFERABLE PROCESS CHAIN EFFICIENCIES

## BIG GEST CHA LLE NGE



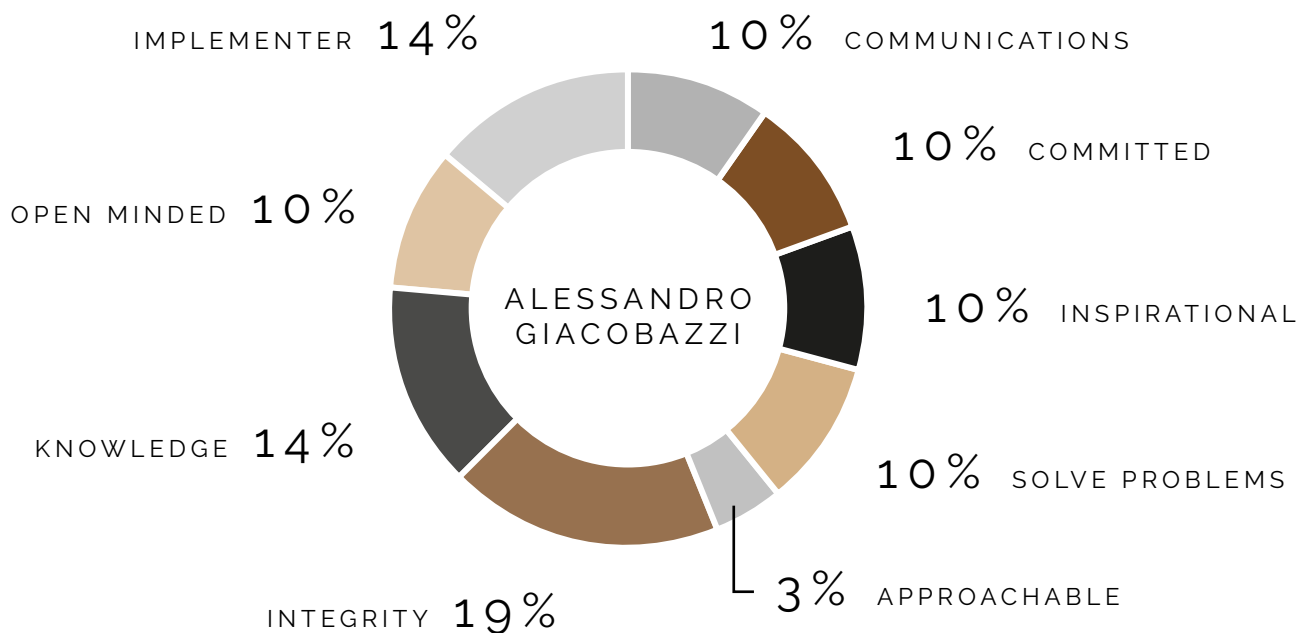
## 23. ALESSANDRO GIACOBAZZI

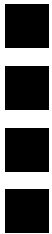
ROUTING MANAGER  
COMMIFY

*"He is always leading the brainstorm sessions with new ideas and suggestions. He is tenacious in his pursuit of excellence"*

*"He's really knowledgeable and knows what he's doing. Explains things to me very simply in plain English"*

*"It is a pleasure to work with Alessandro! He is positive and enthusiastic professional"*





\* The candidates' answers are placed beside the black boxes

## INTERVIEW QUESTIONS

2020

### INF LUE NCERS

GUGLIELMO  
CIRILLO

"Doing my best, being humble and trying to learn as much as possible from everyone, because anyone has something to teach you."

### HOW HE HAS INFLUENCED

TOP  
KNOWLEDGEABLE  
THINGS

3

- DATA ANALYSIS
- SUPPLIER MANAGEMENT
- ROUTING

"Need to block grey routing that is killing the market. We need authorities and operators to take all the necessary (and mandatory) actions to secure the MNO's networks."

### BIG GEST CHA LLE NGE

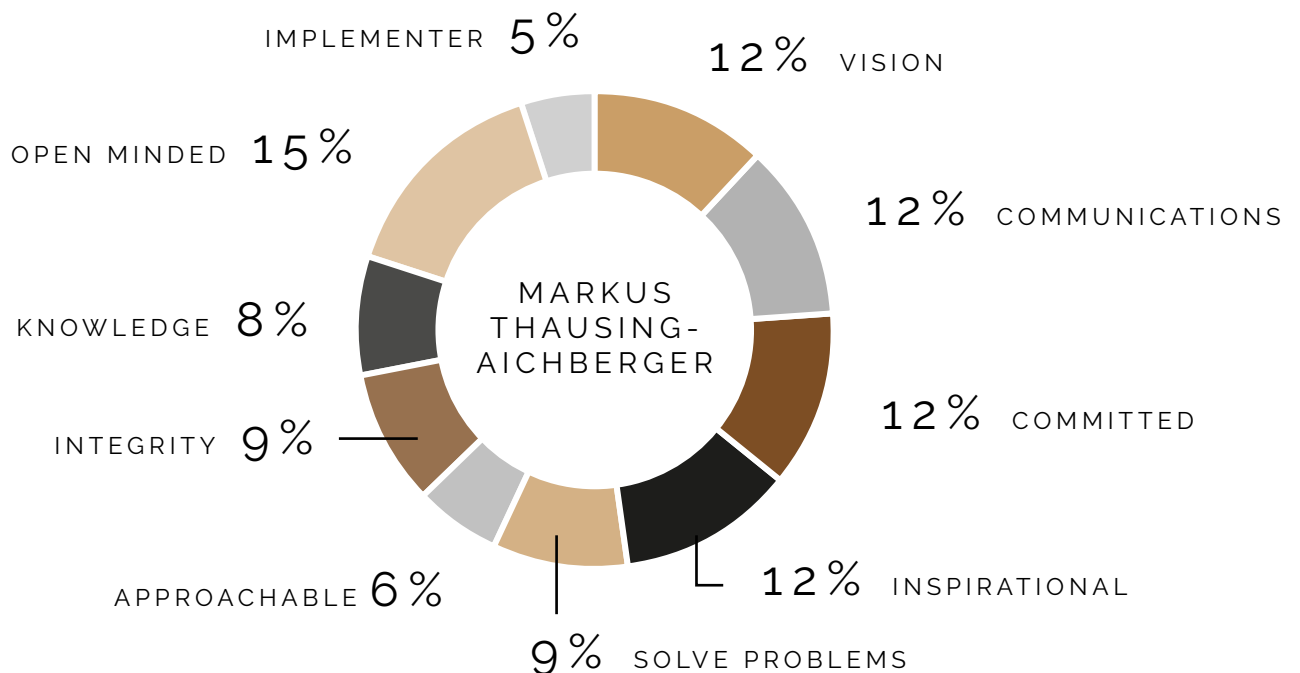


*"He is open minded, because when approached from a small MVNO operator he was willing to listen to see in the future the potential business opportunities for both sides and support and guide the relationship in the right way. He also heads a team with the same strong work ethics and vision. I worked with him and his team from 3 different operators across 3 regions over 8 years"*

## 24. MARKUS THAUSING-AICHBERGER

HEAD OF WHOLESALE ROAMING &  
MOBILE SOLUTIONS

A1 GROUP



/100 /

ATTRIBUTES SELECTED BY VOTERS TO DESCRIBE THIS PERSON

## INTERVIEW QUESTIONS

2020

"Has driven/pushed Roaming business strategy and results for A1 Group and is very respected expert with tight relations to all business partners and suppliers, pushing Roaming business development for many year now"

### INF LUE NCERS

"Definitely my late manager IRENE NOSEK as she established the roaming wholesale business at A1 Group and was definitely one of the drivers of the roaming industry from its early beginning."

"The basic ideas of my business ethics are trust and understanding, either of my colleagues or my customers. Without these two characteristic skills you will neither be successful nor gain the respect of the human beings around you."

### HOW HE HAS INFLUENCED

- Detailed knowledge of roaming processes (from roaming establishment to billing and steering and for sure the wholesale negotiations part)
- Customer relationship management – we shifted the focus from "roaming partners" to "customers" Fraud (to a lesser degree)
- In-depth understanding of the interplay of roaming and the mobile services behind (signalling, IPX)

### TOP KNOWLEDGEABLE THINGS

3

*"Markus has been really supportive for all the OpCos on roaming related matters - both as a liaison with other roaming partners, but also in terms of supporting technical departments on resolving issues. With his hands-on attitude, he has helped a lot in quick problem resolution"*

### BIG GEST CHA LLE NGE

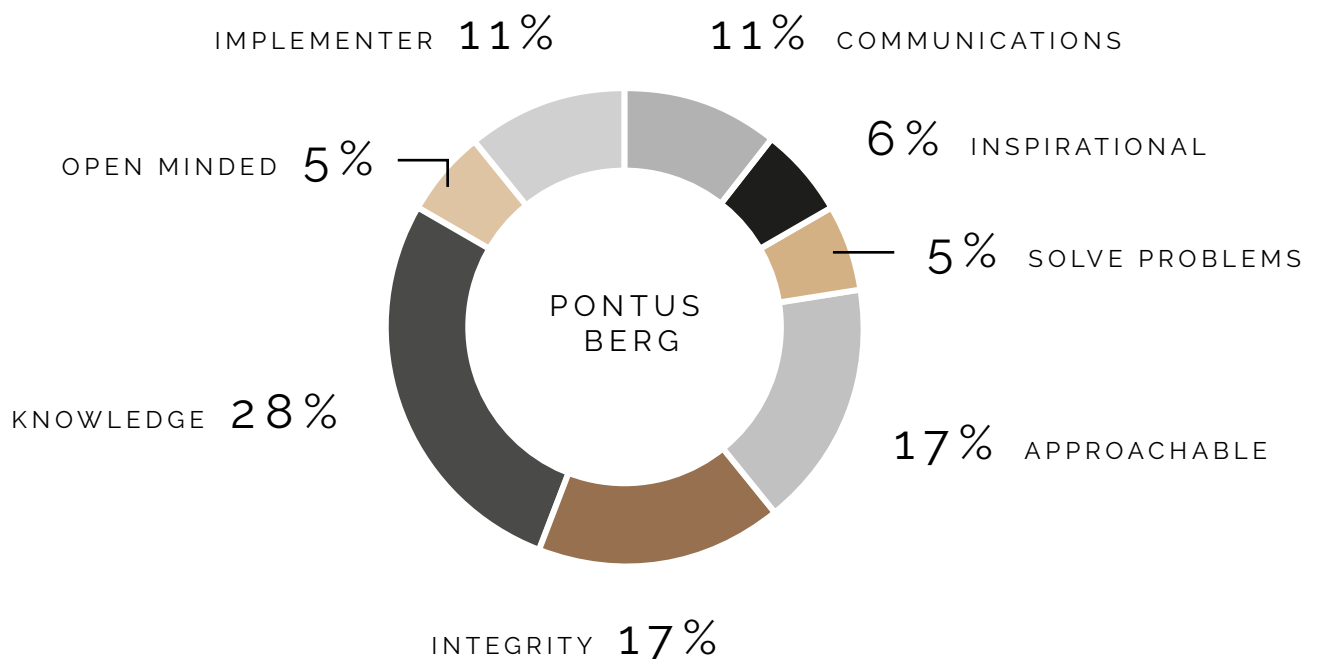
"We have seen a steady change of focus from the classic retail roaming to IoT roaming during the past years. The massive challenge is to keep our position in the value chain. This will only work if we focus on E2E quality of service."



*"Pontus has worked with everyone in the industry, they all remember him and appreciate working with him. Adding Pontus to your team is like starting your own carrier relations department. No matter if you are a carrier or service provider for the industry Pontus will contribute and help you expand your business and connectivity"*

## 25. PONTUS BERG

CEO  
BERGATROLLET



“Driven by a true will to change roaming and interconnect to the better for the consumer”

## INTERVIEW QUESTIONS

2020

### INF LUE NCERS

"I worked with Anders Lundblad, One of the original signatories of the GSM MoU. But other than this, we ploughed a new field and we were all peers working together to create the industry."

"Roaming management means you must understand all aspects of a mobile operator, and all the roaming interfaces.

All from CSR to budget, via TAP, statistics and IOT negotiations.

All from protocols from SS7, SIP, TDM and IP.

Core infrastructure, core interfaces and providers of services such as DCH, FCH, GRX, SCCP

Combating fraud. From rating to the customer offering.

And you need people skills to manage the team, have contact in other operators that are the counterparts when you strive to meet your targets.

So one cannot cherry-pick - you need to be quite qualified in all aspects to fit the role. I take pride in understanding much of the details."

### HOW HE HAS INFLUENCED

"I have worked in many positions and have hence been able to influence from many places. And I have brought a number of people onboard by having them in my teams over the years."

### TOP KNOWLEDGEABLE THINGS

3

"Deep and NuString knowledge and always think in a win-win approach. He built a great knowledge in the roaming industry"

### BIG GEST CHA LLE NGE

"Increased technical complexity and drastically lowered margins is not a generally good setup for competent management. In general I think roaming will be more bill and keep, with no reconciliation."

CANDIDATES FROM

26 to 100

CANDIDATES

## 26. KATHY CORANDER

PRINCIPAL PRODUCT MANAGER  
VODAFONE CARRIER SERVICES

THREE

”

*“Kathy has amazing background knowledge in the International Roaming space and is a fantastic asset to have here at Three. She has enabled us to roll out 4G and LTE outbound roaming at a fantastic rate of knots in recent years; mostly due to her years of experience, fantastic engagement working collaboratively with Partner networks across the globe and the fantastically dedicated team she has assembled to deliver consistently great results. One of the most approachable and engaging people I have had the pleasure of working with during my 14 years in Mobile Telecoms”*

”

*“Since Kathy joined Three, she revolutionised the way we think and operate in a day to day business. She changed a demotivated, demoralised team into one of the best operating roaming functions within Three Group. She influenced me to not settle but always try to improve and be better than the best but carries that ethos in everything that we do. This is why i think Three has done so many roaming awards in the last few years”*

# INF LUE NCERS

## 27. ANDREAS MANN

PRINCIPAL PRODUCT MANAGER  
VODAFONE CARRIER SERVICES

N/A

### HOW HE HAS INFLUENCED

"Active contribution  
in GSMA working  
groups.  
Open, honest  
communication."

### TOP KNOWLEDGEABLE THINGS

# 3

- IPX
- MESSAGING
- BUSINESS  
TRANSFORMATION

### BIG GEST CHA LLE NGE

"How to deliver telco  
services globally at  
a "similar" pace as  
tech players deliver  
global services  
over the top."

”

*"Andreas has been involved in Vodafone for many years in the design and delivery of many different services, in particular IPX, messaging, and other interoperability matters. He has played a key role in GSMA groups in the past and is well trusted and respected by many colleagues in the industry"*

”

*"Andreas is extremely knowledgeable, very professional and provides leadership to the Vodafone Carrier services group. He is inspirational and passionate about the carrier industry dedicating many hours to researching and sharing his expertise"*

## 28. NICK WENNEKERS

DIRECTOR OF PRODUCT MANAGEMENT  
TOMIA

”

*"His specialty is his expertise in B2B settlements, Global Telecom roaming, wholesale settlement, Blockchain, IoT, AI - blend of all these in an individual has helped him make wonders and positively impacted the industry. He spearheaded numerous projects with his expertise and guided to build a cutting edge products to our customers"*

”

*"Nick is a natural analyst. He takes customer feedback very seriously and converts that into a great product vision. Under his leadership I have seen Clearing Services product lines like Data Clearing, Deal Analytics grow manifold thus solving customer pain points, bringing in the required business revenues to TOMIA and the innovativeness of our industry. Some of the other points I can think of Nick being influential are his amazing communication skills, his market knowledge and strong researching skills and of course the ability to think strategically. I wish Nick all the very best in this endeavor"*

# INF LUE NCERS

## HOW HE HAS INFLUENCED

## TOP KNOWLEDGEABLE THINGS

# 3

## BIG GEST CHA LLE NGE

## 29. DAWOOD GHALAIENY

CEO

CELLUSYS & ZARIOT

"KENICHI OHMAE  
& GUY KAWASAKI  
would be my biggest  
influencers.  
STEPHEN BREWER  
would be my  
greatest mentor."

"By trying to achieve  
what is deemed  
not possible."

- KAIZEN
- THE IOT ECOSYSTEM
- BEES

"Commoditisation and  
margin erosion. How  
do you think we can  
solve it? Technological  
innovation will help to  
a degree, however, the  
quickest wins will come  
from consolidation  
and increased focus  
on brand and quality."

”

*"Dawood keeps at the forefront  
of the industry both from a  
technology point of view as well  
as through his networking and  
contact base. He always goes  
the extra mile for customers,  
colleagues and also in his  
organisation of events"*

*"Security of Signalling  
- originally applied to  
SMS gateways but very  
quickly became aware  
of the implications of  
security for Internet of  
Things and specifically  
extending the Cellusys  
products to deal with  
this area before many  
others in the industry"*

”

# 30. BOBBY SRINIVASAN

FOUNDER AND CEO  
MOBILEUM, INC.

INF  
LUE  
NCERS

"MY FATHER"

HOW  
HE HAS  
INFLUENCED

"Qualities of  
winning, resilience  
and innovation."

*"Bobby is very influential, his vision, communication and execution are simply superb. During multiple acquisitions & news about Roaming dying & need for security & firewall products in telecom the employees used to think what's next and that's when the Allstaff call from Bobby used to give great relief. Even multiple operators across the globe trust and depend on Mobileum(Bobby)"*

TOP  
KNOWLEDGEABLE  
THINGS

3

- GOLF
- CRICKET
- VEDANTA

BIG  
GEST  
CHA  
LLE  
NGE

"Covid 19 and find  
the vaccine quickly."

*"Bobby is a visionary with commitment towards offering cutting edge technology like mobility not only for legacy networks but also for VOIP and continuously enriching the offerings by adopting latest advancements like ML and Analytics etc. Mobility is most important aspect of today's networks and there are very few who dare to venture into the cumbersome business of managing the mobility which is beneficial to Society at large"*

# 31. AVNISH CHAUHAN

CO-FOUNDER, CTO, AND EVP  
MOBILEUM INC

## INF LUE NCERS

"DR. V.G.DAS, Prof. EE @ DEI, for igniting the spark of critical thinking that fueled creativity, exploration, and experimentation; and for trusting me with the keys to expensive computing labs!

B. Silicon Valley: Yup, this isn't a person and neither can it be personified by any one. However, the pace of innovation, lateral thinking, risk taking, speed of execution, and pure madness that I have been surrounded by over the last two decades in the valley have "mentored" me every single day in my professional life."

## HOW HE HAS INFLUENCED

"I co-founded Roamware, a company that is recognized by its customers as the number one in Innovation (per independent Rocco survey in 2018) over 183 other vendors. I have personally invented and contributed to products and technologies that have had significant impact on the industry, such as Steering of Roaming, Optimized routing of roaming calls, Remote Radio testing, Voice firewall, IoT enablers, eSIM applications, and AI/ML algorithms, apart from enhancing the company's product roadmap. I have been a mentor to many developers, product managers, pre-sales, and sales people that have helped build Mobileum over the last 20 years."

"Guidance on industry standards"



*"He's always open for a conversation that needs his inputs. Very patient. Listens to people very well. He has his time open for everyone no matter who you are in the company"*



- TELECOMMUNICATIONS
- PRODUCT DEVELOPMENT
- MARKET CREATION



"Building a trusted relationship between carriers and subscribers, other than for connectivity, is one of the biggest challenges for improving subscribers' lives, and for the carriers to effectively compete in an OTT dominated new-age-communication world. As an example, most recently, people preferred to provide their location via a Covid-19 contact tracing app rather than have the carriers use their location data. The latter would have been more effective, and would have provided wider coverage. In a future world where carriers are going to be the glue of things connecting our life, this lack of trusted relationship can stifle innovation, and disadvantage the regulated carriers as compared to the unregulated OTTs. One way to solve this problem is to create business networks where user's data is provided and the user has full control of what to share with who, including the carriers. Or, even share the carrier data with OTTs with user's permission on the business network. It's a permissioned network, but unlike a blockchain network, one may still want to "delete" a portion of their life!"

”

*“Thomas Moe is a thoughtful and innovative leader, who has been at the helm of Telia Company's Group Roaming strategy for quite some time. He has led the team successfully through a number of challenges, as Telia Company grew Eurasia, and subsequently divested these businesses. He has also overseen dramatic changes to regulation, and now looks forward to the challenges brought by 5G and IOT. Above all, he is a real gentleman, and a calm and steady influence on those who know him”*

32.

**THOMAS MOE**HEAD OF INTERNATIONAL  
WHOLESALE

TELIA COMPANY

”

*“Thomas is personifying roaming”*

33.

**GOCE TALAGANOV**BUSINESS UNIT MANAGER E2E EXPERIENCE  
SIGOS

*“Goce is a charismatic leader with great vision in the field of active testing and monitoring of QoS & QoE”*

”

”

*“Providing solution to the Telco Industry to measure End-to-End Quality of service for 5G and IoT”*

# INF LUE NCERS

## 34. CÉDRIC GONIN

SENIOR DIRECTOR MARKETING  
MOBILE SERVICES

ORANGE

### HOW HE HAS INFLUENCED

N/A

"By setting up fair and effective partnerships and proposing alternative ways through conference and standard bodies presentation and attendance."

*"Very close to his team, he is deeply knowledgeable in Wifi Roaming, Roaming, Signalling, Messaging. He shares his knowledge very often, always part of a panel discussion or speaker at WAS, ITW, WCC..."*

### TOP KNOWLEDGEABLE THINGS

# 3

- BUSINESS MODELS
- MOBILE ROAMING
- WI-FI

### BIG GEST CHA LLE NGE

"Telco's are becoming dumb pipes, distancing from end users in the value chain, MNOs should focus on key assets and services with real added values rather than trying to do low flavors OTT metoo services."

*"Cédric Gonin is an active member of several groups such i3 forum WBA and do not hesitate to share his view of roaming evolution by being an active panelist and speaker at WAS and other events"*

## 35. ANN HEYSE

PRODUCT MARKETING MANAGER  
AND BUSINESS DEVELOPMENT  
MANAGER

SIGOS

INF  
LUE  
NCERS

N/A

*"Our customers suggested the nomination of Ann which clearly shows that not only SIGOS is doing a great job but especially Ann is doing a fantastic job. She has very deep knowledge and has the ability to break it down to the point to make the topics easy and understandable for everyone. She has more than 20 years experience in this area and is a powerful woman! Chapeaux!"*

HOW  
SHE HAS  
INFLUENCED

"I believe that the reason would be because I'm extremely passionate about my work in the roaming industry and feel that with the many years of experience that I have in this niche business, people are listening to my ideas and opinions."

## TOP KNOWLEDGEABLE THINGS

# 3

- National and International mobile network architecture for voice, data, SMS services
- Product Marketing for roaming solutions (writing newsletters, organizing and holding webinars and training sessions, making good presentations)
- Roaming roll-out and roaming business with all its specifics and challenges

*"Ann and I work for an absolute dispute with government officials, She has been a great support and cooperative in solving the issues. It was a long outstanding issue that Ann was following it without feeling disappointed or tiredness. Not only this, but she has been a great influencer in many other cases too"*



## BIG GEST CHA LLE NGE

"Roaming revenues are under fire due to the COVID-19 crisis and on top the quality has already been degrading for the last few years with missed revenues as a result. That's why I believe that now, even more than ever it is vital to assure roaming and interconnect quality and to invest in the right active and passive tools and solutions for network quality monitoring and revenue assurance."

## 36. ARNE CASTELEYN

GROUP HEAD OF ROAMING  
MTN GLOBALCONNECT

”

*“Mr Arne has brought his considerable knowledge and expertise to move MTN GlobalConnect into a new dimension. His strategic vision, big picture head thinking has been successful in getting MTN Yello Connect HUB in play. We are now on the same playing level with the likes of VRS. MTN GlobalConnect has the control of roaming with our 21 properties...something sorely lacking. it is just fantastic. Resources have been in house which is even more great”*

*“Arne Casteleyn is a visionary with great passion for people and the roaming industry. He constantly motivates teams in the various sectors he has served. He is approachable, leads by example and stops at nothing to provide learning opportunities for anyone within the industry. In the recently concluded WAS#10 meeting Arne particularly influenced the seemingly fatigued roaming teams with his perspectives on the ‘Future of Roaming’. Being practical about 5G, IoT and the impact of future technology on Roaming provided clarity on the differentiation and collaboration possible between GSM operations and OTTs. He exudes transparency, integrity and respect in his dealings with partners, team mates and indeed all players in the industry. Arne drives performance through people and systems. He relentlessly works with various network providers to find new solutions that sustain and improve the roaming experience. These are evident in his drive for member participation, development of policies and processes that guide the roaming business. As more pursue other passions and career paths, Arne has been a strong support to many in the industry, helping harness their passions by demonstrating how current and future technologies can be interwoven to deliver an enviable roaming career and top notch roaming services”*

”

*"Contribution within the GSMA community, JV research and white papers with partners on uplifting industry standards"*

”

## 37. JAN WILLEM DE HAAN

ACCOUNT MANAGER ROAMING  
KPN

INF  
LUE  
NCERS

- MARCEL STEVENS
- BERND JAENSH
- JR WILSON
- NICOLE KUIJPERS
- KATHLEEN LEACH
- LUC VAN DEN BOOGAARD

HOW  
HE HAS  
INFLUENCED

- "To have a strong believe in the value of Wholesale roaming business and the need to cooperate with each other in such way that the customer is optimal served and the operators (bilateral) can make a fair margin."
- "The above is my drive to cooperate with parties and different cultures around the world to improve the roaming service to our customers."
- "On top of this drive it is my belief that parties can make much more revenue by improving the roaming quality. A missed call/data set up is a missed revenue moment (bilateral)."

## TOP KNOWLEDGEABLE THINGS

# 3

- ROAMING NEGOTIATIONS
- ROAMING QUALITY
- ROAMING COMMERCIAL SOLUTIONS

## BIG GEST CHA LLE NGE

"Biggest challenge is the restrictions of "permanent roaming" in the short term (2/3 year period).

Next biggest challenge is the integration of travel/ business industry with esim platforms.

To solve it: I do not think that the GSMA platform is focused enough to protect the interest of our industry. So individual interest groups need to come up with business models so that these can be used to get approved by the GSMA (we need to keep everybody on board)."

# ”

*"A veteran in the roaming world and super well respected as he is open minded and always ready to support the ecosystem whether sharing his experiences with the GSMA community or helping new operators to launch their bilAteral roaming with KPN, he do not shut his door to give them a chance as to help them with a good head stArt since not easy for a new MNO"*



*"Erik is a well-rounded and expert carrier professional. He has excellent client relationship skills which in turn have been rewarded with a deep-seated trust in his domain knowledge and ability to deliver value as well as commercial and technical solutions"*

## 38. ERIK SLUIJTMAN

VICE PRESIDENT EUROPE,  
MESSAGING AND SERVICES  
VODAFONE

INF  
LUE  
NCERS

"Not easy to name one in particular, I am always very inspired to hear founders of telecom related companies talk with passion about their initial idea and how they made this idea into reality, sometimes straight forward but usually with a lot of setbacks. Their believe and dedication to make it a success is very inspiring and drives me to always have an open mind for new ideas, technologies and business models. SILVIO KUTIC (CEO Infobip) and JEROEN VAN GLABBEEK (CEO CM Telecom) in particular advocate this perfectly, from "home based" business to multi million Euro company, surrounded by fierce competition, being able to continuously re-invent themselves in order to stay relevant."

HOW  
HE HAS  
INFLUENCED

"One can hardly say that for himself, the one thing I always practiced is that, although messaging business is a commodity, business relationships are not. Investing in relationships always improves the end result. Apart from that I have always been pushing innovation both internally and externally, direct or via GSMA working group meetings and such. Being an internal advocate for innovation I for sure can say that this has impacted the Vodafone view on things like Messaging and RCS."




TOP  
KNOWLEDGEABLE  
THINGS

- MESSAGING (A2P/  
P2P/P2A/RCS),
- WHOLESale VOICE
- SALES/CUSTOMER  
MANAGEMENT



BIG  
GEST  
CHA  
LLE  
NGE

"The mobile industry is facing the risk of losing its relevance for end-users, embracing new business models and especially abandoning traditional revenue models is the only option to stay relevant and in touch with Enterprises and consumers, ask for what they want and do not just provide what you can deliver."



*"The main reason behind my choice is because of his outside of the black box approach as well as his solution oriented focus. For Erik there's never problems only solutions"*

## 39. MOHAMED FAWZY

DIRECTOR ROAMING &  
INTERCONNECTION

VIVA KUWAIT

INF  
LUE  
NCERS

"I consider here one mentor that really have a big effect on my career,  
MR. YASSER ABO ALAMAYEM  
my x supervisor when i was working in Mobinil Egypt in the customer care."

HOW  
HE HAS  
INFLUENCED

"I see myself as a true roaming champion who truly changed the retail roaming scene in the GCC. I took over and from what I understand, went on to create massive volumes across the GCC and demonstrated what it means to have clarity and control on roaming pricing for customers. I converted ideas into reality in the GCC market. I can do mental math on how the market will evolve in volumes and have a great vision on how the roaming market will evolve in the years to come . Also I played an excellent role in my current company to turn the wholesale roaming business to be a big source of secured revenues."

TOP  
KNOWLEDGEABLE  
THINGS

3

- WHOLESALE NEGOTIATIONS
- ROAMING PRODUCTS DESIGN
- QUALITY & CUSTOMER EXPERIENCE

"Competition from OTT services. The phenomenal growth of mobile messaging apps in the last few years has become a serious threat to telco revenue. Telecom operators must be thinking/acting as competitors to the OTTs by developing similar services that the OTT have."

BIG  
GEST  
CHA  
LLE  
NGE

## 40. ADEEP MAHARAJ

MANAGER INTERNATIONAL ROAMING  
WHOLESALE

MTN GLOBAL CONNECT SOUTH AFRICA

### INF LUE NCERS

"I guess it would have to be my GROUP HEAD-GM: In-depth knowledge about the industry. Very instrumental in "putting the puzzle" together, identifying GAPS, Big Picture Head.

I have picked up many nuances from him, understanding our diverse team with different cultural backgrounds, showing empathy, being perceptive and considerate, but more importantly, listening!!!

Always engaging - asking teams input before final output .

All of the above shows my versatility, flexibility and dexterity in being a team player. It is who I am. And my biggest influencer is second to none."

### HOW HE HAS INFLUENCED

"Dealing with a virtual team of at least +100 individuals within Africa and the Middle East, (This is just for MTN by the way) and supporting them from a Group Perspective, I'd say I had to gain their trust and confidence pretty quickly.

Push the boundaries – If something disturbs me, I want to know more and understand the contributing factors, and arrive at new solutions. I trust myself enough to believe change will bring a better way for us.

I try to make a difference in acknowledging and encouraging others – always happy to stimulate and support my colleagues.

I embrace failure and criticisms as part of learning and growing – mistakes you learned from is thus avoided when tacit knowledge is imparted."

*"He has great knowledge in the roaming industry and he is diligent to make his business on the top when it comes to initiating connection with RP's, negotiating new agreements and settling disputes"*

*"Adeep knows the industry very well and he is well known to the GSMA crowd. He is responsible for a very difficult market, covering all the African countries under one MTN brand"*

### TOP KNOWLEDGEABLE THINGS

# 3

- ABILITY TO BE RESOURCEFUL – Being able to be out of your comfort zone but still manage to take care of things. Be able to perform and overcome situations no matter how bad it looks
- INDUSTRY KNOWLEDGE – working from technical to commercial allowed me to grow and learn and still learning, that will never end
- ALL ROUND GENERAL KNOWLEDGE – Sports, Movies, Politics, Religion, etc.

### BIG GEST CHA LLE NGE

"Given the current situation: Global Recession 2020!!! ... (exacerbated by the lockdown). WHO and world leaders are assessing these. But we should expect a recovery by 3Q20.

Possible view to overcome situation: Macro Policy Responses ... ( In South Africa, the CB already has dropped interest rate).

As my Group COE says "At present we need Global Solidarity and Collaboration".

# INF LUE NCERS

## HOW HE HAS INFLUENCED

## TOP KNOWLEDGEABLE THINGS

# 3

## BIG GEST CHA LLE NGE

# 41.

## BERNARDO GALVAO LUCAS

CHIEF MARKETING OFFICER  
MOBILEUM

"VASCO DA GAMA, Portuguese navigator, who found the maritime routes to the orient and established an empire of commercial trade routes with Europe. His vision, bravery, problem solving and resilience, are key values that have guided my career up to now."

"Defining the strategy and guiding teams to build some of the best technology solutions in the Telecom industry today. By doing this, I believe I have helped make people more connected, I have improved the safety of communications and ensured people are less prone to fraudulent schemes."

- STRATEGY DEFINITION (NAMELY PRODUCT STRATEGY)
- MARKETING AND GO-TO-MARKET
- BUILDING TEAMS

“

*"Design offers go to market and how to sell them properly"*

"The biggest challenge that industry faces today, is how to increase its relevance. Telecom operators sit on top of some of the largest data repositories available and they are still not taking full advantage of this data, to improve the lives of their customers, to increase their operational efficiency and to build new products and business models. To solve it, they have to go back to the drawing board, leverage new technology advances in AI and ML and build new solutions that can tackle emerging society needs."



*"While doing business with such a high caliber professional as Mr. Nabil Baccouche, one gets really inspired by his positivity, kindness and willingness to make it a win-win situation for both parties that definitely leads to a greater success than expected"*

42.

## NABIL BACCOUCHE

VICE PRESIDENT INTERNATIONAL  
ROAMING & MOBILE SERVICES

ETISALAT

INF  
LUE  
NCERS

"All the people that I have worked with throughout my career have been influencers to reach where I am right now as we are learning from each other's mistakes and success."

HOW  
HE HAS  
INFLUENCED

"Through the various experiences I have accumulated throughout the years, it is normal to share that knowledge with my colleagues and partners but it's definitely a full two way approach whereby you gain that knowledge and share it on the spot with people around you. Being open to listen to other's concerns and find a suitable solution accordingly in a professional world is key as an influencer. I hate the one size fits all type of approach as each situation has its own particularities and throughout my career I always tried to find an adaptable solution to any challenge. Obviously, having worked in various geographical locations and with multiple companies with different DNAs from incumbent fixed & mobile operators to very aggressive American service providers, you gain and share such experience in a targeted approach depending on the situation."

TOP  
KNOWLEDGEABLE  
THINGS

3

"I am a LISTENER, PATIENT, RESULT ORIENTED and FUN because without fun our professional life would be boring and I think it's our role to make it exciting and fun for all the people around us!"

BIG  
GEST  
CHA  
LLE  
NGE

"From a wholesale perspective in general, I think we have huge challenges as an industry here and I am not talking just with the current COVID19 situation but more on the essence of our wholesale business. Actually, we are still focusing massively on our core activities : international voice (IDD), Roaming, Mobile Services & Data/Capacity while we all know some of our existing business lines are in a declining phase because of the nature of that business and I don't think we have managed to find massive new revenue streams to sustain further the growth demanded by our shareholders. And I am talking in general in our wholesale industry here. Therefore, I think we need to reinvent ourselves by exploring new ways to develop such revenues into potentially financial, insurance, online advertisement services among other services and tapping into other sectors and industry; and all this in a more agile form making these new services available to the wholesale and enterprise market in a record time."

*"Nabil had a great influence on the telco industry within Africa and Middle East through different roles from vendor services to a major player on the MNOs side. he's been in the business for over 20 years"*

”

## 43. SEBASTIAAN JOUSTRA

COMMERCIAL SERVICES  
VODAFONE

”

*“Sebastiaan is influential because of his vision and integrity. He is able to notice where the industry is going vs. gray ideas and then begin to direct focus to new, relevant ideas and concepts. At the same time he is not influenced by quick schemes or the gray ideas. He has had a positive impact on the telecom industry as he is able to get the new ideas of telecommunications implemented so that the industry can continue to grow and change with the times”*

*“Sebastiaan is very committed to do the right things, and he always finds a way to solve a problem and to think in advance on how his actions will impact the voice sector in the future”*

”

# INF LUE NCERS

44.

## NASREEN IBRAHEEM

HEAD OF WHOLESALE (SENIOR  
MANAGER)

ZAIN SUDAN

"In fact they are many, they were exceptional mentors and made remarkable effects in my career journey the most important thing I had learned from them is being honest, genuine, committed and assertive are the keys of success."

## HOW SHE HAS INFLUENCED

"I would say credibility, honest, having wide healthy connections and relations specially that the nature of our business rely big time on strong bonds of trust."

## TOP KNOWLEDGEABLE THINGS

3

"I have been in the industry for 14 years. It was full of learning and acquiring new skills, experience and knowledge, absolutely the most being in becoming expert in the field of wholesale business interconnect, roaming connectivity, submarine cables and capacity management beside the leadership and management."

## BIG GEST CHA LLE NGE

*"She is committed, open minded,  
get things done, has a clear  
vision and knowledgeable"*

”

"In my opinion the most challenge is coping with transformation and being agile enough to capture the opportunities."

45.

## NADYA GOLBERG

DIRECTOR CARRIER BUSINESS  
RELATIONS

MTS GROUP

”

*“Active participation in WAS, GSMA and Interconnect forums. Long history of working in the mobile industry”*

46.

## GUGLIELMO CIRILLO

ROUTING SPECIALIST AND CARRIER  
RELATIONS

COMMIFY

*“He has a huge experience about the SS7 world. He influenced the way I approach the routing aspects/ strategies”*

”


”

*“I was Guglielmo's General Manager. He has proposed a routing solutions that turned into higher service level for our customers (delivery rate) being able to make the company saving moneys by an-analysis of numbers before and after sending”*


47.

**PETTER NÄSLUND**VP PRODUCT MANAGEMENT OPERATOR  
DIVISION

SINCH

  
"Grew the reach and business"

48.

**SIZO NKOSI**OPERATOR PARTNERSHIPS MANAGER  
INFOBIP AFRICA*"He is an asset  
and represents his  
company well. Very  
knowledgeable  
and putting  
customers  
first and good  
communicator"*  
*"Marjolein is an  
inspiring person  
with a very wide  
knowledge and  
experience about  
roaming, always  
open and willing  
to collaborate and  
share her vision  
an opinion on any  
roaming related  
topic you might  
ask her about"*

/ 130 /

49.

**MARJOLEIN MEDENDORP**EXPERT AT TME  
TELEFONICA*"Marjolein's leadership in  
GSMA's W-SOLU group in the  
past was very influential in  
moving the industry forward  
to next generation roaming  
from a commercial standpoint,  
including VoLTE roaming"*

## 50. VIVEK JHAMB

GROUP CHIEF INTERNATIONAL &  
WHOLESALE OFFICER

OOREDOO

”

*"Has transformed industry by changing Vodafone's approach to wholesale business and will continue to do so now for Ooredoo. Inspired many people on list from VF, Ooredoo, MTN,....a real mentor for wholesale industry"*

## 51. RUI PAIVA

CHIEF EXECUTIVE OFFICER OF RISK  
MANAGEMENT UNIT

MOBILEUM

”

*"Rui Paiva built a company from scratch where the moto "have fun, satisfy customers and make money" was taken to the letter. The work environment was amazing and we met the growth challenge for years in a row. When the shareholder no longer wanted to invest in the company, it was Rui Paiva that found the route towards the sale to Mobileum and to be back in the game"*

”

*"Rui Paiva vision enable WeDo Technologies to grow and become a leader in Revenue Assurance and Fraud Management area, while being recognized by the stakeholders as a company who delivers and commits on the long run"*

# INF LUE NCERS

## 52. JOCELYNE PAQUETE

TEST MANAGER

MTN GUINEA BISSAU

- WENCESLAS BINDE
- JEAN NANGO

### HOW SHE INFLUENCED AROUND

"I do not consider I have influenced the professional world around me. I would rather say, I love my job and what I do, I do it with passion. Roaming world is fascinating."

*"Good to see more expert women like Jocelyne emerging in the industry"*

### TOP KNOWLEDGEABLE THINGS

# 3

- IREG COORDINATION
- TADIG VALIDATION
- COMMUNICATION

”

### BIG GEST CHA LLE NGE

"OTTs are having a big impact on the roaming industry."

## 53. JULIA GULLSTRAND

HEAD OF ROAMING AND INTERCONNECT  
GSMA

*"Julia is one of the most involved persons in the recommendations and regulations related to Roaming, so her knowledge about the service, makes her very influential"*

## 54. MOHAMMED BUARI

INTERCONNECT AND ROAMING CARRIER SERVICES SPECIALIST  
MTN

*"Mohammed handled roaming and interconnect business for MTN Group his great ideas had a positive impact on roaming and interconnect revenue .Currently, he is officially the GM of Roaming and interconnect in the new MTN OPCO Global connect which is responsible to manage the Roaming and interconnect business for all MTN OPCOs. He is influencing all Global connect employees with his great vision and attitude"*

*"In terms of Roaming, he is a reference for me because when I started he guided me a lot with his advice"*

## 55. YANNICK BROUTIN

HEAD OF ROAMING AND INTERCONNECT  
ILIAD GROUP

*"Yannick is handling the aim to democratize data usage for roamers; this is why he is always looking for new deals in many countries with the green light for lower rates from his management."*

*"Yannick had a major role in rolling out the conditions enabling the launch of free unlimited roaming retail plans (well before EU Commission "roam like at home" rules applied to the Industry). This contributed to the superb Roaming growth that we are seeing over the last few years and today still"*

## 56. BETTINA SOMMER

SVP, SALES DIMOCO CARRIER  
BILLING

DIMOCO

INF  
LUE  
NCERS

"I've been with DIMOCO Carrier Billing for almost ten years now and have worked closely with our founder & CEO GERALD TAUCHNER, who took me under his "sales wings" since day one. I've learnt DCB from scratch, developed into my role and have been part of a company that has grown into the industry pioneer it is today."

HOW  
SHE HAS  
INFLUENCED

"DIMOCO has been involved with Direct Carrier Billing since its big bang, and I am confident to say that I have a holistic understanding of its journey and all aspects of it. It was important for me to grow and become an expert, ideally accompanied by a great mentor by your side. I am a big believer of DIMOCO's DCB product and don't shy away from always being very straight forward to clients and everybody involved in the DCB world, regarding business decisions, new strategies & industries."

*"She is a hardworking woman who tries to come up with the best possible setup for her clients"*

”



*"She has been part of the Industry for a long time and has contributed a lot to women in the Industry"*



"In some stages of my life I would say airports, given the amount of business trips I face sometimes. Joke aside, and DCB being the obvious answer, I would safely say that meanwhile I have learnt there is a solution to nearly every DCB challenge. Given that DIMOCO is the leading provider for direct MNO connections in Europe I would rate myself as especially knowledgeable in this market. Thirdly, given that my sales team is made up for experts in specific business verticals I have obtained a broad understanding of many different verticals, ranging from many different online goods to physical goods."



"The biggest challenge since forever is the fact that DCB is seen as a very expensive payment method and unfortunately it still is, if you compare it to credit card payments. Adding to the one line - and here is the catch, DCB has the power to reach the entire world population, country per country, everybody has this quick and easy mobile payment option in hand, suddenly makes it more than attractive."

It is imperative that MNOs open up to discuss points such as flows and payouts to jointly pursue a common objective, namely to – mutually – take full advantage of DCB and establish the payment method even further."



*"He has helped GSMA to implement RAEX schema improvements which has helped the Roaming community to access and to distribute technical information in better quality"*

57.

**MIHAI LUCA**

BUSINESS ANALYST  
ROAMSYSNEXT

INF  
LUE  
NCERS

"I consider that the most important part in a career is the start and having this in mind I can only think now at my first colleagues from my first job in the Roaming industry, DANIEL ZUPPINGER and FEDOR SELIVANOV from Infobrain. I am not sure if they would like to have their names displayed in a report therefore please take care how you process the data."

HOW  
HE HAS  
INFLUENCED

"I am probably best known as the RAEX guy. In my last years at RoamsysNext I've helped in making huge improvements for the entire RAEX standardization."




TOP  
KNOWLEDGEABLE  
THINGS

- RAEX STANDARDISATION
- TADIG
- IREG



BIG  
GEST  
CHA  
LLE  
NGE

"Security of mobile networks probably is the biggest challenge nowadays, considering the exponential increase of devices connected to a mobile network. All mobile networks should quickly implement intelligent solutions for protecting mobile network infrastructures but bulletproof intelligent solutions can be built only with a solid standardization of processes and, here, there are still many holes in the industry."



*"He quickly  
understands the  
specific requirements  
of the operators, looks  
for and finds solutions  
quickly, solves  
problems quickly"*

58.

## STEPHANE CHEVRIER

INTERNATIONAL WHOLESALE  
ROAMING AND BUSINESS  
DEVELOPMENT DIRECTOR

SFR

INF  
LUE  
NCERS

"LORI GONNU from SFR who was SFR International Director and a member of the Executive Management Committee of the GSMA for several years."

HOW  
HE HAS  
INFLUENCED

"Very difficult to say and not sure about this. Maybe as part of different GSMA groups for a very long time: Member of BARG/WAS and several of its subgroups (AGREE, RING, CPWP, IOTTF, SMSWP, WAGREE,...) since 1996; GPRS Roaming Taskforce Chairman in 2003 : production of a White Paper underlining the issues of the international roll-out and recommendations / solutions on short and long term (taskforce created to study how to increase GPRS roaming relationships at a point of time where it seemed difficult to progress further quickly); GSMA Documents Approval Group member between 2004 and 2012 (in charge - with 6 other delegates - of approving all GSMA PRDs before they can be officially approved by the GSMA)

Project Leader for 2 special project teams for the GSMA between 2005 and 2010 : Open Connectivity and Global Roaming Quality

Member of IWG (Interconnect Working Group) between 2005 and the end of this WG

PRD editor of some WAS PRDs (depending on the time but, amongst others, BA.27 for a long time)."



TOP  
KNOWLEDGEABLE  
THINGS

"In roaming I assume : Open connectivity, BA.27 rules, SMS Interworking rules (member of the specific original SMS Working Party to create all rules about the interworking for SMS when SMS was created and PRD Editor of the specific associated PRD for a long time)."



BIG  
GEST  
CHA  
LLE  
NGE

"So far and at the moment it is very much likely to be the Covid19 crisis I fear..."

"Great track record and history".

## 59. NILA ROHEEN

SENIOR MANAGER CARRIER OPERATIONS  
MTN AFGHANISTAN

”

*“One of the most experienced and resourceful people in the industry”*

## 60. KATIA GONZALEZ

HEAD OF FRAUD AND SECURITY  
BICS

*“Katia is a leading name in the area of Telecommunications Fraud Management & Security, specially international communications. She leads anti fraud and security activities at one of the largest international communication enablers, i.e. BICS while also being a chair of i3 Forum's anti-fraud vertical ensuring her and the forum's vision of fraud free Telecommunications is shared by the audience world over through collaboration and 'real actions' using the latest and greatest standards and technologies at hand. She has been nominated and also awarded as one of the most influential women in the telecommunications industry, which she rightly deserves”*

”

”

*“Katia is a regular contributor to the operator community about international Fraud, presenting new cases as well as innovative solutions to address those new threats”*

”

*“Anthony has a huge knowledge of the Roaming industry and knows how to federate people behind new ways to manage the business”  
“Best defender of the roaming business integrity”*

61.

**ANTHONY PIZZUTO**

INDUSTRY MANAGER

VODAFONE ROAMING SERVICES

62.

**ROB MATTISON**

EXECUTIVE CONSULTANT - THOUGHT  
LEADER - AUTHOR - EVALGELIST  
GRAP

*“His trainings and coaching sessions are focused on real-world examples of procedures, solutions, and strategies that have effectively reduced issues for telcos around the world”*

”

63.

**PETER CHAPMAN**

PRINCIPAL BILLING SYSTEMS MANAGER  
VODAFONE LTD

”

*“The God of Roaming Billing”*

## 64. ALBERT TIONG

SENIOR OPERATOR PARTNERSHIPS  
MANAGER

INFOBIP APAC

INF  
LUE  
NCERS

N/A

HOW  
HE  
INFLUENCED  
AROUND

"By promoting my current company corporate value as well as product, I always bring constructive advice, innovative solution to help my partners who running telecommunication business, to see the value of digital messaging business, hand-in-hand helping them to grow messaging revenue and bring most secure, reliable, user-friendly and innovative messaging channel to end-user."

*"Albert is technically well-versed in telecom industry so he gives really interesting and insightful knowledge sharing when comes to the technology of communication for telco and business partners"*

TOP  
KNOWLEDGEABLE  
THINGS

3

- STRATEGIC PLANNING
- SOLUTION SELLING
- A2P MESSAGING BUSINESS

*"Mr Albert focus on ways to create the impact, always finding a solution for a problem, while being approachable, understanding and respective for argumentative opinion"*

BIG  
GEST  
CHA  
LLE  
NGE

"The biggest challenge in A2P messaging industry is to find the balance point between security, user-experience, revenue, adoption to local market, A2P messaging provider will need to look into detail on user-behaviour, user data privacy requirement, security requirement and still guarantee user-experience per each geographically different market."

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## 65. DANIEL HEUTSCHI

---

CEO

COMFONE

### INF LUE NCERS

"THOMAS MORE for his Utopia book. It is an inspiration and a vision I like to share internally with my teams. Definitely my dad, WALTER HEUTSCHI, who has been a precursor by having successfully completed in 1991 the very first GSM roaming trial and founding the company we know today as Comfone in 1997 with two of his former colleagues."

### HOW HE HAS INFLUENCED

"I have occupied different positions in my career which provided a variety of perspectives on situations before becoming a CEO in 2018. This helps me to keep this multilateral vision in my decisions and allow me to share it for the Comfone team members. The influence I might have had outside the company is my position as the first service manager for the Key2roam Hub in 2004. Probably I have had the chance to shape the Hubbing service and define its evolution within the industry."

”

*"I met Daniel many years ago, I know him as a very dedicated person, with strong communications skills that helps him to easily build up relationships with the clients. His main attribute: Thinking outside of the box!"*



- HUB
- FINANCE
- SWISS CHOCOLATE OF COURSE



*"Solving Problems, Inspiring the customers and the industry. He is a very good reference to the market"*



"I believe that one of the biggest challenges our industry faces at the moment is to fulfill the end-users expectations. Everyone wants to be connected immediately everywhere, at any time, for a reasonable price. As a customer, we want to feel like home, able to always connect with our friends/family abroad while discovering a city, chilling on the beach or hiking in the mountains. In order to solve this challenge and fulfill these expectations, the whole industry has to work hand in hand to simplify and automate in the future in order to keep the customer at the center."

# INF LUE NCERS

## 66. SARAH KELLER

INTERNATIONAL BUSINESS  
DEVELOPMENT DIRECTOR

GMS AG

N/A

### HOW SHE HAS INFLUENCED

"My ability to link people together, to discover new contacts and partners ensuring a growing ecosystem. I value and promote the importance of open discussion to identify new ideas and business growth for all."

”

*"Sarah has great knowledge of the business and has brought a fresh open minded approach to the industry"*

### TOP KNOWLEDGEABLE THINGS

# 3

- RELATIONSHIP BUILDING
- BUSINESS DEVELOPMENT
- SALES

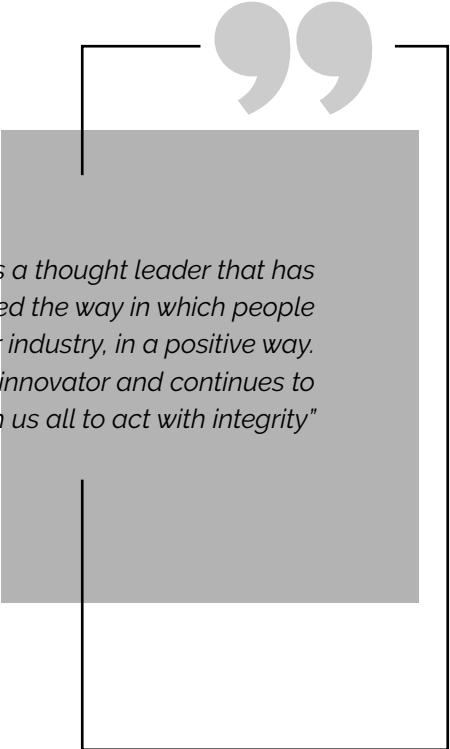
*"She has been a pioneer of monetization of A2P SMS for the operators and in turn added a lot of value in the A2P SMS ecosystem"*

### BIG GEST CHA LLE NGE

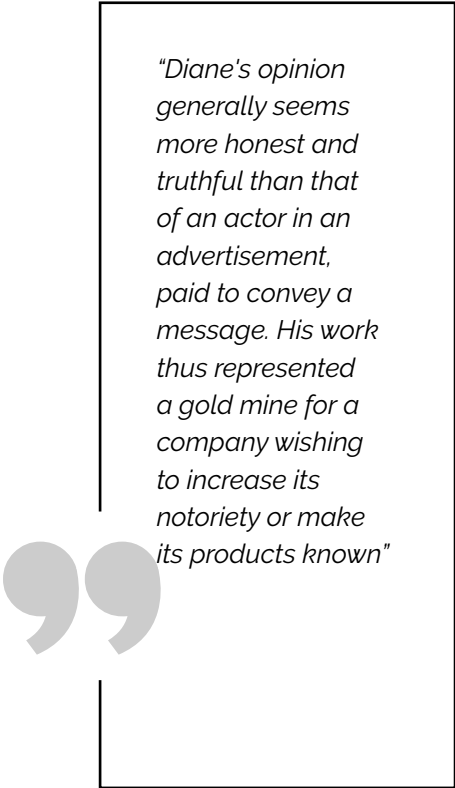
"The lack of connection between MNO "want" and Enterprise "need" with regard to SMS pricing and customer engagement. GMS works constantly to bridge the gap in this area but it requires clear communication and understanding from both sides. When each side of the equation understands the needs of the other this often ensures a longer standing mutually acceptable solution."

## 67. **DIANE LECOMTE**

PRODUCT MANGER UC / IP TELEPHONY  
BICS

A graphic element for a quote, consisting of a large, light gray double quote mark at the top right, a thin black line forming a rectangular frame, and a solid gray rectangular block in the center where the text is placed.

*"Diane is a thought leader that has influenced the way in which people perceive our industry, in a positive way. She is an innovator and continues to push us all to act with integrity"*

A graphic element for a quote, consisting of a large, light gray double quote mark at the bottom left, a thin black line forming a rectangular frame, and a white rectangular block in the center where the text is placed.

*"Diane's opinion generally seems more honest and truthful than that of an actor in an advertisement, paid to convey a message. His work thus represented a gold mine for a company wishing to increase its notoriety or make its products known"*

INF  
LUE  
NCERS

## 68. JOSÉ GARCÍA

FOUNDER  
GTC

"Some of my employees  
have been inspiring to me."

HOW  
HE HAS  
INFLUENCED

"I made people believe  
in themselves."

TOP  
KNOWLEDGEABLE  
THINGS

3

- DEMANDING
- MOTIVATING
- CELEBRATING

*"Best connected and liked  
person in the industry I know"*

”

BIG  
GEST  
CHA  
LLE  
NGE

"Contribute to ease  
the economical pain  
of Covid19. Ensure  
connectivity and  
fair pricing."

# INF LUE NCERS

## 69. ROULA MOSTRATOU

ROAMING SENIOR MANAGER  
WIND HELLAS

### HOW SHE HAS INFLUENCED

N/A

"I believe I have influenced my friends in the industry by my long term experience and the extended personal networking (with roaming partners, vendors, 3rd parties and policy making bodies). I'm committed to roaming, aiming to the long term future."

“

*"The most committed and communicative person in the industry"*

### TOP KNOWLEDGEABLE THINGS

3

- Advanced negotiating competence for IOT discounts, with a good networking
- Plan and implement the Retail roaming strategy, focusing on the best CEX
- Achieve business targets for both inbound and outbound roaming

### BIG GEST CHA LLE NGE

"COVID-19 is not the biggest challenge. Yes, it affects the Roaming industry heavily, as it affects almost everything! At a certain point, people will start travelling again.

The biggest challenge we were facing prior COVID and we will also face after COVID is the roaming cannibalization. There are so many projects cannibalizing roaming: reselling, eSIMS, VoWiFi, even Roaming Managers that target to "kill" roaming for their own gain...

Roaming will not survive unless we -the roaming experts- understand the domino effect of our actions and respect the fact that "takes 2 to tango". And in order to achieve a partnership with the future, both parties must benefit from this relationship."

## 70. SINISA MARTINCEVIC

PARTNERSHIPS MANAGER FROM  
RATUKEN VIBER  
INFOBIP

*"He is very smart  
and committed!"*

*"Sinisa is a talented techno-marketing professional with an excellent understanding and rich experience in telecom technologies and markets. He has amazing people skills and is very good at forging relationships with all stakeholders. He is meticulous in following up on his clientele & they get the best of the services. He is detail oriented, has great communication and presentation skills. He's always cheerful, a good team player and much dependable"*

71.

## COLIN YATES

MANAGING DIRECTOR  
YATES FRAUD CONSULTING

INF  
LUE  
NCERS

NICK MANN,  
Ex Vodafone Group  
Fraud, Risk and  
Security Director.

”

*“Colin has given his time free to law enforcement to help them stop criminals from taking money out of the telecoms industry”*

HOW  
HE HAS  
INFLUENCED

"Over a 30 year period in the Telecommunications Fraud and Risk Management industry have actively promoted and introduced intelligence sharing methodologies and processes which have confirmed the value of working together to fight against fraud. Also developed the PRISM IPRN Database of International Premium Rate Numbers which has significantly reduced operator exposure to IRSF, particularly in roaming scenarios. Also taken leadership positions in a number of industry Fraud and Security Associations including GSMA Fraud & Security Group (Dep Chair and Chair of Intelligence sub-group), FIINA (Chairman and Director), Communication Fraud Control Association (Executive Director and Secretary), Australasian Telecom Fraud and Risk Association (Director), member, ITU panel of experts on telecom fraud."

*"Colin literally invented the solution for IRSF through the prism number database. Until then, rules based systems were the only method. And as per CFCA, IRSF has continued to remain the top fraud type but is slowly declining and it couldn't just be through chance without strong technologies such as prism backing the industry to combat this vicious threat"*

”

TOP  
KNOWLEDGEABLE  
THINGS

3

- INTERNATIONAL REVENUE SHARE FRAUD AND IT'S ENABLERS
- NUMBER MISAPPROPRIATION (HIJACKING)
- TELECOM FRAUD AND REVENUE RISK

BIG  
GEST  
CHA  
LLE  
NGE

"A failure to work together within the industry and share information, knowledge and intelligence to fight against organised telecom fraud and abuse. This can be solved by establishing an industry working group, supported by the ITU, to develop a common sense, workable and agreed process that prevents fraudulent income reaching those committing these crimes."

## 72. PINCHAWEE RASMIDATTA

ACCOUNT MANAGER POSITION  
IOD HUTCHINSON

### INF LUE NCERS

"Throughout my careers, I have chances to meet with many exceptional individuals from diverse cultures all over the world. Each person has influenced me and has had a tremendous impact on both my life and my career in many different ways. Hence, it is extremely hard for me to mention just one name."

### HOW SHE HAS INFLUENCED

"By having the goal-oriented mindset, I have created and maintained long-term professional relationships as my way of doing business. Everyday, I treat them with my utmost honesty and sincerity and I let the results represent my work and achievement."

“

*"She always challenges new things for her dream. I think this has a very positive effect on other people. She is also passionate and responsible about everything"*



TOP  
KNOWLEDGEABLE  
THINGS

- How to approach industrial leaders to create business opportunities in the roaming business.
- How to manage relationships between Western companies and Asian business partners, traditions, and cultures.
- How to get favourable results from conducting businesses with the governments/ state-owned enterprises.



*"Pinchawee is one of the most respected Roaming Managers in our industry. Her knowledge within this industry plus her strong knowledge within the Asian markets shows her head and shoulders above her Partners"*



BIG  
GEST  
CHA  
LLE  
NGE

"The pandemic has forced us to take a defensive position, to adopt a survivability mindset, and to create unconventional solutions in the industry.

I believe synergy and adaptability are two keys for industry survival. First, by creating an open conversation between business units in the companies, between management and employees, and between business partners, we can handle the problems from various angles. By doing so, the best solution will arise from the synergy. Second, by letting go of the old traditions and being able to adopt creative solutions when opportunities arise, we will be able to act swiftly with maximum results and tremendous impacts. In short, the industry must adopt an entrepreneurial mindset."

## 73. VLAD BRATU

PRODUCT MANAGER E2E  
EXPERIENCE

SIGOS

INF  
LUE  
NCERS

"Definitely a big influence in my development were my colleagues and professors that I met during my time in Sweden at KTH."

HOW  
HE HAS  
INFLUENCED

"I think it's difficult to objectively say. I hope my peers and the customers that use the products I work on get the most benefit from my work. Definitely being able to work on products that are used worldwide allow me to contribute to the industry."

TOP  
KNOWLEDGEABLE  
THINGS

3

"In recent years I focused on IoT and gained extensive knowledge in this area. Also I have a background in wireless technologies, with a solid foundation on network architectures. On a less technical note, I had the opportunity to become knowledgeable in User Experience and Interaction, which is key when developing user focused products."

BIG  
GEST  
CHA  
LLE  
NGE

"I don't want to say the current health crisis, this would be too obvious. I think recently the biggest (technical) challenge for providing an end user service, especially in roaming is device diversity (I'm thinking here VoLTE and upcoming IoT), variations in network settings and features. Standardization can definitely help here."

*"I know Vlad personally and as a product manager in SIGOS he did a lot of stuff regarding the evolution of the product. I found him influential because of his wide knowledge and the background of his study and career, you can discuss everything, especially about his vision regarding new technologies. Always optimistic and target oriented"*

”

# INF LUE NCERS

74.

FREDRIK SÖDERLUND

SOFTWARE AND SYSTEMS SECURITY  
ADVISER

SINCH

N/A

## HOW HE HAS INFLUENCED

"I try to provide information and guidance regarding real world security issues, I always try to reach out and help even when there is no business case. I believe in information sharing, openness and hopefully I have influenced a few others to do the same."

”

*"The good problem-solving approach he has, he broadens his view while addressing any issue, very influential"*

## TOP KNOWLEDGEABLE THINGS

3

- TELECOM NETWORK SECURITY
- SIGNALLING, MESSAGING AND FRAUD
- SOFTWARE AND SYSTEM ANALYSIS

## BIG GEST CHA LLE NGE

"Telecom has become as vital as water and electricity. We need to treat it as the precious and critical resource that it is - And that is a community effort, not a business decision."

*"Through his work with MNOs and his involvement with the GSMA, Fredrik has been instrumental in making business communication more secure"*

”

## 75. YUEMEI CHEN

T-MOBILE INTERNATIONAL AUSTRIA

”

*“BCE visionary.  
She was the  
first seeing the  
future coming  
and invented it”*

”

*“Worked super hard to bring  
roaming billing to a new level  
introducing the concept of BCE”*

”

*"Elena is very knowledgeable and makes things done. She always aware about all developments in technologies and how it affects roaming stream of business"*

## 76. ELENA SOKOLOVA

OPERATIONS SERVICES MANAGER  
VEON WHOLESALE SERVICES

INF  
LUE  
NCERS

"My first roaming manager in VimpelCom Russia, MR. VIKTOR BEREGOVOY, who patiently taught me everything about GSM roaming, supported my self-education and career."

HOW  
SHE HAS  
INFLUENCED

"Better ask the person who's nominated me. I just can say, I have been doing my job of developing roaming footprint for Veon group companies making it possible for our customers to stay connected wherever they travel either for business or leisure purposes."

TOP  
KNOWLEDGEABLE  
THINGS

3

"MOST ASPECTS RELATED TO  
ROAMING ADMINISTRATION."

BIG  
GEST  
CHA  
LLE  
NGE

"Speaking about roaming business, there is a difference in telecom technologies adapted by mobile network operators – some are well advanced into data services, others are still in the process of deployment 4G."

*"She has come up  
with very creative  
ideas to bridge the  
world of IPX and  
Clearing for the  
benefit of MNOs"*

”

*"A true pioneer of enabling the use telco data for other sectors/industries"*

77.

## FERGAL PARKINSON

MEDIA AND REPUTATION CONSULTANT.  
CO-FOUNDER OF NUMBERING  
INTELLIGENCE COMPANY  
TMT ANALYSIS

”

”

*"Fergal has a deep knowledge of the SMS industry and numbering intelligence. As a former BBC reporter, his communication skills, inspiration, vision, integrity and commitment are outstanding."*

78.

## JACK MAHER

HEAD OF INTERNATIONAL ROAMING  
TRUPHONE

*"Jack is a veteran who inspired changes in roaming and adapted as the industry evolved. He is a true inspiration and get things done in the most difficult environment"*

”

”

79. **PAVLINA KEITA**

WHOLESALE ROAMING MANAGER  
SWISSCOM

*"Pavlina is a very good listener and result oriented, she is very ambitious and I'm trusting that she will be very good ambassador"*

80. **SAMUEL KEURMEUR**

CHEF DE PRODUIT CHEX ORANGE  
BUSINESS SERVICES  
ORANGE

”

*"He empowers the whole team"*

*"Samuel works very close with WBA members to define the standards and Roaming WiFi product evolution"*

”

# INFLUENCERS

## HOW HE HAS INFLUENCED

## TOP KNOWLEDGEABLE THINGS

# 3

## BIGGEST CHALLENGE

## 81. JOHN VERNA

SENIOR PRODUCT DEVELOPMENT  
ENGINEER

AT&T

PETER CHAPMAN  
Vodafone

"I've used my collaboration and documentation skills to bring experts together, to drive to the best solutions for the issues at hand."

- WHOLESAL  
BILLING PROCESSES
- WHOLESAL  
PARTNER  
COLLABORATION  
SOLUTIONS
- CROSS-FUNCTIONAL  
INTERWORKING TO  
IMPLEMENT TECH-  
NICAL SOLUTIONS

"MNOs continue to lose market share to new market entrants. All MNOs need to look at our (collective) business and think creatively to remain competitive in our native space."

“

*"Throughout all of the companies John Verna has worked for, there remains one constant. He is always able to see all sides of a challenge and works to find a resolution that works well for all parties. However, during times of difficult decisions, John has a remarkable ability to build consensus across Vendor/MVNOs interests always with an eye on the long term evolution of the challenge we are working to resolve"*

*"Throughout his career John has always taken the time to look at the bigger, most inclusive picture when it comes to roaming, not always about what is best for just the company he represents but how we can move forward and progress as an industry"*

# INF LUE NCERS

## 82. SONJA OROVITS

SENIOR KEY ACCOUNT MANAGER

CKH INNOVATIONS OPPORTUNITIES  
DEVELOPMENT

N/A

”

*"Well versed about the industry  
and trends. Precise and concise"*

HOW  
SHE HAS  
INFLUENCED

"Strategic negotiation,  
numbers as first language,  
respect as base for long  
term partnerships."

TOP  
KNOWLEDGEABLE  
THINGS

3

- WHOLESALE ROAMING  
& CARRIER BUSINESS
- STRATEGIC NEGOTIATION AND  
PARTNERSHIP MANAGEMENT
- DEVELOPMENTS ON  
VOLTE, M2M, IOT

”

*"Committed,  
competent, pleasure  
to work with. A  
great example of  
woman values"*

BIG  
GEST  
CHA  
LLE  
NGE

"Appropriate monetization  
of network investments in  
a changing environment  
- more flexible & creative  
approach in competition  
& billing scenarios."

83.

## RASHA YASSIN

INTERNATIONAL ROAMING MANAGER  
MTN YEMEN

*"Rasha shows great insight into Yemen's political situation. Always advising how best to position MTN Yemen from a Roaming and Interconnect perspective"*

”

84.

## ALI AL AMIRY

CHIEF CARRIER AND WHOLESALE  
OFFICER  
ETISALAT

*"I had worked with him for over 13 years. As a result of his contributions Etisalat has presence over 20 countries and Etisalat is not only an operator but also a global service provider in the telecom market"*

”

*"The Roaming  
Implementation  
method and strategy"*

”

## 85. APPOLINAIRE KANDE

SENIOR MANAGER PARTNERSHIPS  
AND WHOLESALE

MTN CI

”

*"A Roaming  
implementation  
process"*

## 86. DUNCAN ROSE

ROUTING MANAGER  
COMMIFY

*"Integrity!"*

”

”

*"Routing excellence"*

## 87. SHELENE HUDSON

HEAD OF ROAMING  
CABLE & WIRELESS

*"Shellene helped grow our roaming  
business and she always had a big smile"*

88.

## WILLIAM HOGGARTH

ROUTING ANALYST  
COMMIFY LTD

*"An expert in his field, always there to help with any questions the sales team have"*

*"Breaking new ground in complex routing"*

89.

## HELENA HARKNESS

HEAD OF BUSINESS PLANNING AND  
STRATEGY  
NEXTGEN

*"She has come up with very creative ideas to bridge the world of IPX and Clearing for the benefit of MNOs"*

”

*"Ahmed considers different aspects and respects different perceptions before making sound business decisions"*

90.

**AHMED SADDIK**

WHOLESALE DEVELOPMENT  
MANAGER

ETISALAT EGYPT

91.

**SUSANNE WALLDEN**

DIRECTOR OF IT  
SINCH

*"Developing a very good  
IT infrastructure"*

*"As Director of IT Susanne has been the driving force for major change to the IT/IS environment for Sinch. She has created and implemented a common cloud based IT/IS platform and migrated the 6 acquired companies into that environment to make a seamless process which has enabled Sinch to offer CPaaS solutions and omnichannel services. Her 15 years experience in the Swedish Armed Forces plus over 8 years as Director of IT has proven her leadership excellence, driving force and her ability to influence the company through growth and success" "Best defender of the roaming business integrity"*

”

## 92. KEDAR GUPTA

GENERAL MANAGER  
MTN GLOBALCONNECT

*"Having good knowledge of subject matter, approachable and problem solver"*

*"Forward thinking, open and constructive approach to shaping a diverse group at MTN for preparing the future"*

## 93. MIHAELA AMBROZIE

PRINCIPAL SERVICE MANAGER  
VODAFONE

*"She is the contact person for us in Vodafone Roaming Services. She always assist us to solve problems"*

## 94. TINA LE GRAND

DIRECTOR ENGINEERING  
SINCH

*"Coming from SaaS and developing people Tina is a great ITC leader who focuses on the person in order to achieve great things. Always encouraging and challenging she creates high performing teams to reach the targets ahead"*

# 95. VIRGINIE DEBRIS

CHIEF PRODUCT OFFICER  
GMS

INF  
LUE  
NCERS

- ERIC BARBIER
- BRUNO COINDRE
- PAUL RUPPERT
- HOWARD STEVENS
- ROBERT ROSE

”

*"15+ years passionately driving the sms interworking industry. An industry stalwart who has shaped the industry for the benefit of the MNO & consumer. An appropriate recognition of Virginie's tireless efforts for the industry"*

HOW  
SHE HAS  
INFLUENCED

"Yes. At Mobileway/ Mobile365, we invented P2P SMS hubbing in Europe using SS7 interconnectivity and then moved it to the next level up to 500+ mobile operators totally interconnected for messaging.

We also invented A2P SMS aggregation with global and local enterprises exchanging 2 ways with end users in order to improve their shopping experience, increase the brand interaction or secure the various daily life transactions."

TOP  
KNOWLEDGEABLE  
THINGS

3

- INTERCULTURAL COMMUNICATION
- MESSAGING
- PRODUCT MANAGEMENT

BIG  
GEST  
CHA  
LLE  
NGE

"Increase in the SMS costs on the enterprise side is just killing the SMS. Solving this would require more regulation and education. Potentially key industry bodies like GSMA or MEF could help in trying to enforce such regulation across the market."

*"From the shadows  
brings huge experience  
on the table always  
with integrity and the  
will to construct for the  
benefit of the industry"*

## 96. MARCEL STEVENS

ROAMING MANAGER  
BASE

## 97. STEPHANE DUTERTRE-CLAROS

SMS ROUTING ANALYST  
COMMIFY LTD

*"Stephane is the  
most influential  
Routing Manager  
in Commify, one of  
the biggest SMS  
A2P and mobile  
communications  
companies.  
His knowledge  
regarding  
Products, offers  
and aggregators  
seems endless  
and is always  
there to spend  
time spreading  
his knowledge"*

*"Stephane accepts no compromise when it  
comes to delivering customers' messages  
through the most reliable and fast  
channel. He puts customers' needs first"*

## 98. ANIS MBAREK

GLOBAL HEAD OF WHOLESALE  
TRADING  
VRS

*"I value Anis approachability  
and humility who make him an  
excellent mind opener when  
it comes to discuss vision  
and roaming possibilities"*

## 99. DAVID ROTH

VP SALES APAC  
COMFONE

INF  
LUE  
NCERS

"Anyone who has the courage to break out of the mold and do their own thing."

”

*"We call ConneXion as the "Small WAS" which attracts more small operators to join that make the "Global" business better coverage considering many RPs even could not attend GSMA WAS. As the regional account manager, David really did a good job"*

HOW  
HE HAS  
INFLUENCED

- Challenging perceived norms in the industry
- Acknowledging roaming managers and anyone else in the industry that is open to new ideas
- Being myself: being a person more than a "professional" and treating my customers in the same regard

TOP  
KNOWLEDGEABLE  
THINGS

3

- OVERALL END-TO-END VIEW OF ROAMING BUSINESS - TECHNICAL
- OVERALL END-TO-END VIEW OF ROAMING BUSINESS - COMMERCIAL
- SWING DANCING AND 30S JAZZ MUSIC

BIG  
GEST  
CHA  
LLE  
NGE

"Roaming is still seen primarily by MNOs as a high margin 'exotic' service.

How to solve it? Hmmm, it's a good question. Can we get "Doc" Brown's Delorean? Maybe this current "shutdown" is somehow a good thing (aside from the sadness of people suffering) as it will somehow shake things up one way or the other. Some ideas:

Change in thinking of MNOs and RMs. Roaming is not necessarily a "profit centre" in the manner it previously was. It is a necessary service, dare I say it a commodity (until the lockdown travel had stopped being something exotic and became something 'normal'). Hence MNOs need to look at overall subscriber profitability and not just make sure they can squeeze every last cent from people travelling but instead ensure their subscribers stay in their value chain (i.e. use roaming and not a 3rd party SIM). Why are there local SIM cards at so many airports? Why is there a need for "apple sim"? The basic message is "Adapt to the market or die". This is the choice facing the roaming industry today.<sup>197</sup>

100.

**NATASHA DEGROOTE**

ROAMING MANAGER  
TELENET BELGIUM

”

*"Inspirational and highly  
competant Roaming Manager"*

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ROCCO 100 WILL RETURN IN THE FUTURE

**"EVERYBODY WANTS TO BE  
APPRECIATED  
SO IF YOU APPRECIATE  
SOMEONE, DON'T KEEP IT  
A SECRET"**

MARY KAY ASH

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