



For Immediate Release

The Besen Group's Founder Alex Besen to Present and Deliver Keynote Speech at MVNO Industry Summit 2010 in Barcelona, Spain

Washington, D.C., April 5, 2010 (Business Wire) -- The Besen Group, an international management consulting practice to the mobile data industry headquartered in the Washington DC area, with representatives in Paris and Tokyo, announced today its founder Alex Besen will be a featured presenter on May 11th and will be a conference chairman and deliver the keynote speech on May 12th at MVNO Industry Summit in Barcelona, Spain at the Hotel Fira Palace. For more information, visit <http://www.mvnoindustrysummit.com>.

Session: If Google were an MVNO, what would it look like and what would be the impact?

Abstract:

- Learn how Google is building its disruptive mobile strategy
- What are key success factors for Google in the mobile space?
- How Google expects to work with MNOs in the long term?

Individuals interested in scheduling a meeting on May 10th, May 11th and May 12th may send their request to barcelona@thebesengroup.com.

Mr. Besen has over 15 years of hands-on experience in the mobile industry working for operators and vendors in North America and Europe in numerous roles including business development, marketing, project management and finance.

Previously, Mr. Besen worked at Ericsson with mobile operators on MVNO and UMTS projects in the EMEA region. He was also responsible for identifying potential partners and hosting workshops at Ericsson Mobility World (a mobile data laboratory) where developers create, optimize and commercialize mobile applications.

Prior to this position, Mr. Besen worked at T-Mobile USA (formerly known as Omnipoint Communications) where he was responsible for partnerships, and joint ventures and provided billing, customer care, marketing and vendor financing solutions to mobile operators.

He began his mobile career at Pocket Communications where he managed the company's auction activity, market research, market segmentation, pricing plans and market distribution strategies.

He has spoken at Eurasia Com 2009, Mobile World Congress 2008, MVNO Summit 2008, MVNO Summit 2007, MVNO Congress 2007, Emerging Mobile Partnerships & MVNOs Conference 2007, CTIA Wireless 2006, CTIA Wireless 2005 and is also quoted frequently in the leading telecommunications and media publications.

About The Besen Group (www.thebesengroup.com)

The Besen Group is an international management consulting practice to the mobile industry headquartered in the Washington DC area, with representatives in Paris and Tokyo. Its mission is to provide mobile players with tools, knowledge, and services enabling them to perform optimally in their mobile environment. The Besen Group's competitive edge is based on practical experience with mobile operators, mobile vendors, and a mobile data laboratory.

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