



For Immediate Release

## The Besen Group's CEO Alex Besen to Lead a Workshop at LTE North America 2010 in Dallas, Texas

### LTE North America 2010

**Washington, D.C., November 1, 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 CEO Alex Besen will lead a workshop on November 12th at LTE North America 2010 in Dallas, Texas at the Fairmont Hotel. This is the first workshop of its kind focusing on 4G wholesale business models. For more information, please visit <http://www.lteconference.com/northamerica>.

Title: 4G Wholesale Business Models & Partnerships

Abstract: LightSquared and Clearwire are the only companies in the world whose business models are based on 4G wholesale business. The workshop will provide participants with a comprehensive overview of key elements of the mobile broadband wholesale business.

Agenda: About The Besen Group LLC  
Mobile Broadband Eco-System  
Market Entry Evaluation & Strategy Planning  
HNO Evaluation & Analysis & Contract Negotiation  
MVNE Identification & Evaluation & Analysis  
Partnerships & Alliance Development  
Mobile Data MVNO Business Case Development  
Mobile Data MVNO Case Studies

Leader: Mr. Besen has over 16 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. He has been working with mobile network operators in developing their wholesale business models, advising MVNOs to launch their mobile and mobile data services as well as helping MVNEs with their service portfolios.

He delivered a 4G wholesale business presentation to FCC on October 15, 2010. In addition, he has spoken at MVNO Industry Summit 2010, 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, and CTIA Wireless 2005.

### **About The Besen Group** ([www.thebesengroup.com](http://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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