



For Immediate Release

## The Besen Group's CEO Alex Besen to Speak at MVNO Industry Summit USA 2012

**Washington, D.C., November 5, 2012** (Marketwire) -- 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 speak at the MVNO Industry Summit USA on November 14th at 2:30 p.m. CST at the Fairmont Hotel located at 1717 North Akard Street. For more information, please visit <http://usa.mvnoindustrysummit.com/>.

**Session:** Which service industries are launching MVNOs? Success and failures examined. LightSquared and who will fill the data gap.

**Abstract:**

- Where does M2M and MVNO meet?
- Analyzing the success and failure stories in mhealth, tracking, connected cars, retail and other industry verticals
- Why did the LightSquared wholesale project fail? Why have cable MVNOs largely failed?
- Who fill step in to provide mass data spectrum for connected services and smart cities applications?

**Moderator:** Todd Bricker – Principal, CSMG

**Speakers:** Alex Besen – Founder & CEO, The Besen Group, LLC  
David Glickman – CEO, Ultra Mobile  
Don Stroberg – Senior Vice President, Strategic Partnerships and Wholesale, Clearwire

Mr. Besen has over 18 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 was quoted in Boston Business Journal, Business News Americas, Business Week, Chicago Tribune, Computer World, FierceWireless, Hurriyet, Information Week, Le Journal du Net, Los Angeles Times, MIT Technology Review, New York Times, RCR Wireless, Red Herring, SNL Kagan, Telephony Online, The Kansas City Star, The Seattle Times, The Washington Post, Triangle Business Journal, USA Today and Wireless Week.

Individuals interested in scheduling a private meeting on November 13th or November 14th may send their request to [mvno@thebesengroup.com](mailto:mvno@thebesengroup.com).

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

The Besen Group is an international management consulting practice to the mobile data industry headquartered in the Washington DC area, with representatives in Paris and Tokyo. Its mission is to provide mobile data 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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