



For Immediate Release

The Besen Group's CEO Alex Besen to Present at MVNO Industry Summit USA 2013 in Dallas, Texas

Washington, D.C., November 4, 2013 (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 be a featured presenter at MVNO Industry Summit USA 2013 in Dallas on November 21st at 12:40pm at the Westin Hotel. For registration, please visit <http://usa.mvnoindustrysummit.com/>.

Title: The future MVNO: Exploring the concept of the coffee shop player

Abstract: Outlining the benefits of Starbucks becoming an MVNO

Examining the proposed approach and key recommendations

Identifying mobile data products and services

Launching an MVNO pilot program

"With Starbucks's recent partnership announcement with Google to offer high-speed WiFi service to over 7,000 locations around the nation, we strongly believe that they could complement their WiFi service by deploying cognitive radio TV band devices across the white space spectrum to extend their offering to larger geographic areas," said Alex Besen, Founder and CEO of The Besen Group LLC. "The presentation will focus on key benefits for retailers to launch MVNOs and explore license and unlicensed spectrum options for Starbucks to become a potential MVNO."

Mr. Besen has over 18 years of hands-on experience from the mobile industry 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 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.

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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