

Patrick George – Wholesale mobile innovation

Patrick is a senior consultant with 20+ years of experience in the international telecoms business. His last mission was to help PCCW Global establish their mobile market development. Prior to that, he served as a senior consultant for Orange International Carrier Services. In this role, he helped them improve the development of their mobile data business in terms of marketing, sales, products and strategy.

Earlier in his career, he was the Senior Vice-president Global Solutions at Syniverse Technologies, where he focused on the company's expansion in both EMEA and APAC.

Patrick was also the Senior Vice President of Marketing & Product Management and member of the Management Team within BICS. During his tenure there, he also served as Vice President, International Transmission Network where he deployed the first Pan European Next Gen Optical Backbone.

Prior to BICS, Patrick was the Senior Sales Account Director at Mach, the leading clearing house worldwide.

Patrick graduated as a Civil Engineer in Computer Science from the University of Liège and studied marketing at Insead, Fontainebleau.

Selected Experience

PCCW Global - Senior Consultant Mobile Ecosystem

- Created and defined the strategy to penetrate the mobile operators segment with new portfolio
- Developed mobile data products: GRX, IPX, Signaling, Diameter and Messaging from scratch
- Created the whole commercial support organization (Marketing, pre-sales, support)

Orange IC - Senior Advisor Mobile Data

- Revived and redeveloped the mobile data strategy and portfolio
- Restructure the marketing organization
- Created the value-based selling approach
- Optimized the sales and marketing interactions
- Defined new compensation mechanisms

Syniverse - Senior Vice-president Global Solutions

- Responsible for business development in EMEA and Asia
- Responsible for the Worldwide solution engineering – Technical and complex pre-sales
- Created of a consulting product line
- Led a team of 30 FTEs globally

BICS - Senior Vice-president Marketing & Product Management

- Responsible for a P&L of €1,6 Billion
- Responsible for the overall global product management (voice, messaging, mobile data, data) across segments (carrier, mobile operators and XSPs)
- Responsible for all marketing related activities & strategy (communications, promotions, events collaterals)
- Responsible for Business Development

BICS - Vice-President Network Engineering and Operations

- Responsible for the engineering of the international backbone (POPs, fibers, equipment, services, open 100+ POPs in 4 years – developed the first Pan –European next generation optical backbone)
- Responsible for the transport operation (provisioning, level2 repair)
- Responsible for the worldwide field activities.
- Responsible for the bandwidth sales activities

Board Memberships and other appointments

- Co-founder of Notger Invest s.a. – Investment Company – Business Angel
- Chairman of the Board of Xpress Biologics - Biotechnology
- Chairman of the Board of Aquatic Science - Biotechnology

GTS-Ebone - Market Development Director

MACH - Marketing & Sales Director

WIN S.A. - Marketing Director

Belgacom Marketing Integration - Marketing Support Director

Belgacom Business Division - Senior Process & Methods Manager

Belgacom New Development - Research & Development Engineer