

## Ioan Demeter

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## Summary

### Profile:

- Strategic focus on business combining innovative 5G, (I)IoT and AI
- Experience in Telecom and IT management, consulting and business development, from start-ups to corporate
- C-level relationships in key global accounts
- Built, developed and led large ICT professional departments
- PhD student, Lancaster University, Value Co-creation from Big Data Analytics in IIoT

### Key Achievements:

- CIO Vodafone
- 3G Director launched the first 3G-UMTS network
- Achieved Gartner financial indicators in IT-CSP
- Created ISP startup with FTTH, with triple-play (voice, data, IPTV)
- First M-Pesa Mobile Money implementation in Europe
- Pioneered NB-IoT in Europe
- Experienced 5G use case and architecture (VR/AR/E-gaming)
- Launched GSM operator

## Experience

### Managing director, Mobisoft

2019- present

Building enterprises strategy and road map to Industry 4.0; Providing IoT gap analysis and maturity models.

Modelling 5G business use cases (Osterwalder canvas) for public and private sectors, using the main pillars, URLLC, EMBB and MMTC.

Studying data science, focused on IoT

Projects on commercial UAV (drones) for illegal logging and fire detection

Platform/Product Development on big data for unstructured data

### Director, Consumer Business Development, Huawei Technologies, UK

2017-2019

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5G - use cases development with a focus on AR/VR, Gaming, 5G scenarios, including MEC edge computing  
IOT Platforms - onboarding, integration with BSS, cross-functional applications, APIs exposure, ecosystem and multi-platforms development

### **Director, Business Consulting, Huawei Technologies, UK** 2014 – 2017

Development of the (NB)-IoT business models in competition with other LPWA, LoRa and SigFox;  
Development of BSS functions for the IoT end to end solution.  
Design of Big data analytics solution for IoT;  
Led competitive analysis and product positioning for IoT verticals like agriculture, smart city, utilities and connected cars V2X;  
Built and led the management consulting team for IOT programme delivery.

### **Director, ICT Business Development, Huawei Technologies, UK** 2011 - 2014

Executive-level client engagement with Vodafone Europe and AMAP for network and BSS leads;  
Led innovation, business development and delivery across Europe, India and China for M-Pesa – the platform that is used by Vodafone Group to deliver Financial Services solutions;  
Successfully developed the strategy to deliver consulting-led engagements with M-Pesa.

### **CIO Vodafone, Romania** 2008 - 2011

Responsible for IT across Delivery (Demand, Implementation, Testing, Quality Assurance, and Capacity) Operations, Financial KPIs and Organization Performance (people, processes);  
Led projects across Billing (pre and postpaid), BI (BI and Data Warehouse IBM, HP, Oracle), ERP, CRM, Contact Centre, Integration and Sales & Marketing On-Line channels, Improve IT Quality, Control-Six Sigma;

### **CTO at Swisscom CEE (Poland, Romania, Bulgaria & Ukraine), Airbites** 2007 - 2008

Led implementations of FTTH, FTTB, VoIP solutions, IPTV;  
Created a Pan-European Backbone ring for IP feed and transport;  
Integrated Billing, GIS, Network Performance and Inventory, NMS

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Built Data Center for own operations

### **CEO, Swisscom Romania and Bulgaria, Airbites** 2005 – 2007

In charge of the set-up the company, the implementation and operations of the ISP start-up. Responsible for Finance, HR, Regulatory, Technology, Operations, Sales, Marketing and M&A.

### **Director, 3G, Vodafone, Romania** 2004 – 2005

Launched the 1<sup>st</sup> and the fastest (across Vodafone CEE) 3G network (licensing, design, implementation and optimisation). Controlled the bidding process across the technical and commercial aspects. Delivered in eight weeks as a record in network optimisation for basic requirements

### **Director, Technology and Services Development, Vodafone, Romania** 2000 - 2004

Responsible for the implementation of new services - includes testing products before commercial launch and technical evaluation of vendor platforms.

Key accomplishments:

Delivered some of the most important platforms: GPRS, Service Delivery Platform, WAP, LBS, Voicemail, Mediation development, and prepaid development based on IN platform, USSD, SMS platforms, various applications for mobile devices (PDA, mobile phones and connectivity).

### **Academic Guest Speaker and Advisor**

MSCI510 E-Marketing's Hackathon Advisor and Jury member, 2017-2019  
MSCI501 E-Business's Guest Speaker on B2B Commerce and Industry 4.0, 2017-2019

### **Education**

**Polytechnic University of Timisoara**

MSc. Electronics and Telecommunications, 1980 – 1985

**Lancaster University**

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Part-time PhD student, Value Co-creation from Big Data Analytics in IIoT,  
2017 - present