

## **Ross O'Brien**

Director, Intercedent Asia  
Director, Corporate Network, The Economist Group  
Information and communication technologies



### **Professional Experience - original, independent insights**

- An expert on the information technology and communications sector in Asia who is simultaneously Director, Corporate Network, Economist Intelligence Unit
- He has over 19 years of experience as a telecoms and IT industry commentator, consultant and writer
- Based in Hong Kong, has lived and worked in Asia for nearly 16 years
- As a consultant he has conducted feasibility analysis and due diligence projects, demand analysis and advising on strategy and implementation plans
- Respected for his research and analytical skills, bringing great depth to presentations and discussions
- He regularly provides briefings and facilitates discussion on a range of topics from global and Asia telecom markets to new trends in digital convergent technologies and new trends in social networks and digital communication
- A skilled moderator and facilitator of thinking, he is often invited inside organisations to help formulate strategy within the regional or global management teams

### **Published papers - Asia ICT markets**

- Contributing writer / editor to various publications including the Economist Intelligence Unit (EIU) in the field of business technology and was a contributor to EIU's annual *e-Readiness Rankings* white paper and occasionally for the fortnightly newsletter *Business China*
- A regular contributor of opinion and analysis for *TelecomAsia*
- Asia-Pacific and technology features editor for the influential converged technology magazine *VON*
- Provides regular Asian telecoms market analysis *CNBC Asia* and *CNN*

### Ross O'Brien – personal profile

- Director, Corporate Network, the Economist Intelligence Unit in Hong Kong. He rejoined The Economist Group where he had previously worked following its acquisition of Pyramid Research
- Director, and previously the Practice Director for Information and Communications Technologies, Intercedent Asia, Ross helped clients develop market entry strategies, analyze client buying criteria and build professional services portfolios within Asia's enterprise markets
- prior to this, he was Director of Research with telecommunications research and consulting business, Pyramid Research, based in Cambridge MA, Singapore and Hong Kong, managing the Asia research practice and serving as primary analyst on Asia's markets
- Ross headed the analysis team at Strategic Intelligence (Singapore and Hong Kong)
- formerly Operational Consultant with the Integration team at AT&T Solutions, based in San Francisco and Bandung Indonesia, implementing customer care and operational improvement initiatives
- he is a graduate from Dartmouth College (USA) and has an MBA from the Haas School of Business, UC Berkeley. He is proficient in Mandarin and Indonesian

### Sample assignments

- Confidential personal briefings CEOs and visiting board members to Asia
- Kick-off presentation and facilitation of a regional strategy and planning meeting
- Presentation and independent discussion-leader at an alliance partners' gathering
- Special pre-dinner guest speaker at a client servicing dinner
- Facilitation of working group sessions at a client off-site meeting
- Mr. O'Brien is regularly engaged by some of the world's largest multinational infrastructure vendors and service providers and has advised corporations such as Cisco, Comverse, IBM, Intel, KPMG, Juniper, Microsoft, Nokia, Networks, PCCW, PT Telekom Indonesia, RAD, Vanco, among many others
- He has presented and co-chaired various events including Economist Conferences *Asia-Pacific Telecommunications Roundtable* (2005, 2004, 2001) and Corporate Network meetings
- Ross has been the principal contributor to various sponsored thought-leadership projects conducted by the Economist Intelligence Unit, e.g. KPMG and IBM