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### **Paul Ruppert -- Mobile Industry Speaker Biography**

Paul Ruppert is the founder of Global Point View Ltd., a global growth strategy and market entry consultancy focused on market and technology demands of the mobile industry. With successes in rapid growth enterprises and Fortune 50 companies, Ruppert is an effective P&L manager who has captured and managed \$ 75 million P&L, and is responsible for generating over \$150 million in revenues over the last 8 years, through international sales expansion, M&A, business and product development innovation. His charter clients include private equity and venture capital firms as well as mobile services providers including Warburg Pincus, Goldman Sachs, Clickatel, Facebook, Connecticut Innovation Partners and others.

From 2001 to 2006 Ruppert was a key member of the management team of Mobile 365—the globe’s leading provider of text messaging interoperability to the wireless industry—where he grew a start up to a \$110 million global enterprise with dominant market share. Ruppert held accountability for international carrier sales and operations spanning Asia, Europe, Middle East, Africa and Latin America, where he clinched deals with 390 mobile network operators in 135 countries responsible for a \$32 million P&L. He helped craft the acquisition and integration of a French company, Mobileway in 2005, and guided the successful sale of Mobile 365 to Sybase for \$417 million in September 2006.

Paul Ruppert entered the mobile industry in 1996 when he helped launch PacBell Wireless. Initially responsible for business development he migrated to directing voice and data product development uncovering innovative services, developing business cases through service launch and marketing. He later joined the corporate parent, SBC Communications International group, directing international mobile roaming creating a \$75 million P&L within 2 years by clinching deals with 125 international wireless operators.

Paul Ruppert is the co-author of two US & EU patents for international SMS cross protocol exchange, which enables SMS text messages to be fully interoperable across different wireless radio protocols around the world. He has extensive off shore experience including extended residence in China and France with on the ground commercial experience in 80 countries. An active analyst of the mobile ecosystem he provides his insights through a personal blog covering the mobile ecosystem, [www.mobilepointview.com](http://www.mobilepointview.com), as well as being the Managing Editor of a web journal covering the mobile industry, Mobile Messaging 2.0, [www.mobilemessaging2.com](http://www.mobilemessaging2.com).

Paul is an accomplished public communicator, with his editorials appearing in international newspapers and industry trade outlets including The International Herald Tribune and Wireless Asia. Learn more about Paul Ruppert’s media profile through his website: <http://www.globalpointview.com/media.html>. Paul Ruppert holds an MPA from Harvard University and a BA from Washington University in St. Louis. He lives in Gaithersburg, Maryland.

### **Industry Conference Speaker Appearances 1997-present**

**2008-** Chairman, Video Panel Moderator, “Future of Mobile Social Platforms”, Airwide Solutions Media Event, CTIA Wireless, Las Vegas

GSM Mobile World Congress, Moderator, “Mobile Industry Barometer” Corporate event for Airwide Solutions, Barcelona, Spain

Mobile Web USA, Informa Conference Co-Chair, San Francisco

**2007-** Judge, Olin Cup MBA Business Plan Competition, Olin School of Business, Washington University in St. Louis

“Cross Border Mergers & Acquisitions”, Guest Course Lecturer, Robert H. Smith Graduate School of Business, Univ. of Maryland

**Paul Ruppert**  
**Mobile Conference Speaking Engagements**  
**Continued**

**2006** - "Inter-standard International Roaming Services", Informa Mobile Roaming Asia, Singapore  
"International Mergers & Acquisitions: A Primer", TiE-DC, Washington DC  
**2005**-Mobile Messaging, London  
ComunicAsia, Singapore  
GSMA Middle East, Qatar  
Telecom Hub "Why International Telecom Companies Flock to Washington DC",  
GSMA Asia, Singapore  
**2004**-3GSM Asia, Singapore  
**2002**-3GSM Asia, Singapore,  
GSM China Communications World, Beijing, China  
**2001**-WAP decollage e-medi@ (Best of WAP), Paris, France  
**2000**-SBC Wireless Data Product & Services, Phoenix, AZ  
CDMA 2000 Working Group, San Francisco, CA  
Mobile Internet Summit, Los Angeles, CA  
**1999**-GSM in N. America Conference, Montreal, Canada  
GSM World Congress, panel participant, Cannes, France  
3G Mobile Handsets Americas Conference, San Francisco, CA  
Global Roaming Summit, London, UK  
Implementing Wireless Data Content & Mobile Commerce Services, Ft. Lauderdale, FL  
**1998**-Yankee Group's Wireless Value Added Services Summit, New York  
SMi Speech Recognition in the Telephony Market, London, UK  
SpeechTek '98, Palo Alto, CA  
**1997**-Wireless Marketing Summit, Dallas, Texas  
Gametech '97, Gaming Industry Information Technology Conference, Las Vegas, NV San Diego  
Chamber of Commerce Insights—World Conference on Technology, San Diego, CA  
Supercom '97, PCIA, Dallas, TX

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