

Curriculum Vitae
Dr. Georg Serentschy
Riglergasse 6/6, 1180 Vienna, Austria
Mobile: +43 664 3000212
Mail: advice@serentschy.com
Twitter: @GSerentschy
Linkedin: <http://www.linkedin.com/pub/georg-serentschy/5/111/966>



Foto: © Petra Spiola / RTR

02/2014 - present: Managing Partner, Serentschy Advisory Services GmbH

Advising C-level and top experts in the telecom, media and technology sector in the areas of strategy, policies, regulatory and spectrum issues, innovation and communications. For more information, visit www.serentschy.com. List of relevant project experience at <http://www.serentschy.com/list-of-quals-new>. For relevant publications, visit <http://www.serentschy.com/my-thinking>

10/2015 - present: Senior Advisor to the Public Policy Practice and Telecom Practice of Squire Patton Boggs

Squire Patton Boggs is one of the world's most influential integrated legal practices. With 44 offices in 21 countries, the firm is renowned for its local connections and global influence, delivering comprehensive legal services across North America, Europe, the Middle East, the Asia-Pacific region and Latin America. With expertise spanning all key sectors, the firm is also known for its prominent public policy practice and firmly rooted relationships in Washington DC and Brussels. For more information, visit www.squirepattonboggs.com and <http://www.squirepattonboggs.com/professionals/s/serentschy-georg>

02/2014 - present: Senior Advisor to Arthur D. Little

Contributes to ADL's global competence centre SASCAR (Strategic Advisory Services for Competition and Regulation). Based in ADL's Telecommunications, Information, Media and Electronics (TIME) practice. The SASCAR competence centre provides advice in defining socially and economically appropriate public policies, while supporting telecom companies, manufacturers, governments and regulators in a global market that is increasingly dependent on the digital economy. For more information, visit www.adlittle.com.

04/2016 – present: Senior Representative at Match-Maker-Ventures (MMV)

Match-Maker Ventures' mission is to accelerate innovation by fundamentally changing the way start-ups and corporates work together to unlock hidden value. Our Senior Representatives are industry experts with deep topic expertise who have developed a reputation in their line of business as leaders, supporting the management team with content knowledge and client access as further multipliers.

MMV enables impact today...

We work with start-ups which already achieved proof-of-concept and are ready to scale their business! We maximize success of the innovation journey and create impact within 12 months for both, corporations and start-ups.

...by linking relevant start-ups with relevant corporations...

We focus on leading-edge start-ups within our three focus verticals Telecoms, Media and Financial Services! Our network of Senior Representatives ensures the highest relevancy of the "perfect match", which is clearly visible on the top- or bottom-line for both, start-ups and corporations.

...and ensure successful integration!

MMV manages the process end-to-end: From start-up sourcing to on-boarding, leveraging our strong understanding of the corporate and start-up world as well as our deep operational and industry experience.

01/2017 – present: Senior Advisor to alladin-IT

alladin-IT (www.alladin.at) is an international spectrum consulting company specializing in spectrum auctions and monitoring of internet connectivity quality. alladin-IT is also a developer of trendsetting spectrum auction software and internet quality monitoring platform, NetTest.

alladin-IT provides services, covering the whole lifecycle of spectrum awarding: from design of spectrum auction rules, through auction simulation, trainings, auction execution to evaluation of auction results. After the auctioned spectrum had been put to operation, alladin-IT helps telecommunication authorities to monitor the quality of internet connectivity provided by operators in the context of net neutrality and checks compliance of rollout obligations.

11/02 - 01/14 CEO, Austrian Regulatory Authority for Broadcasting and Telecommunications (RTR), Telecom and Postal Section

Achieved balanced results in a multi-stakeholder environment; negotiated with organizations and working groups to balance diverging interests:

- Network access and interconnection issues arising between network operators investing in their own networks and access-seeking companies with business models based on regulatory measures
- Economic interests of network operators vs. consumer protection
- Enhancing attractiveness for infrastructure investments vs. fostering competition
- Balancing of interests between policy makers (European Commission) and policy implementers (BEREC and national regulatory authorities)

For more information, visit www.rtr.at.

Publications and speeches (sample):

- Regulation 2.0 – new regulatory paradigms and execution
- The Virtuous Circle: New Regulations, Innovation and Investment – How to Bring Europe Back to the Top. Video and download at:
<http://www.serentschy.com/download/>
- Position Paper Net Neutrality can be found at:
<https://www.rtr.at/de/tk/RTRPosition2013>

01/11 - 12/13 BEREC - Body of European Regulators for Electronic Communications, 2012 Chairperson, 2011 and 2013 Vice Chair

The Body of European Regulators for Electronic Communications (BEREC) was established by [Regulation \(EC\) No 1211/2009](#) of the European Parliament and of the Council of 25 November 2009, as part of the [Telecom Reform package](#).

BEREC contributes to the development and improved functioning of the internal market for electronic communications networks and services. It does so by aiming to ensure a consistent application of the EU regulatory framework and by seeking to promote an effective internal market in the telecoms sector, in order to bring even greater benefits to consumers and businesses alike.

Furthermore, BEREC assists the Commission and the national regulatory authorities (NRAs) in implementing the EU regulatory framework for electronic communications. It provides advice on request and on its own initiative to the European institutions and complements at European level the regulatory tasks performed at national level by the NRAs.

For more information, visit www.berec.europa.eu.

2010 - 01/2014 Head of the Office of the Competence Centre Internet Society – KIG, a public think tank and advisory body for the Austrian Federal Government

KIG's mission: to improve Austria's position in ICT, to draft strategies and develop lead projects.

KIG was responsible for developing ICT strategies for the Austrian government (Broadband Strategy 2003, ICT Master Plan 2005; Analysis of international best practices in the ICT sector).

For more information, visit www.kig.gv.at.

EDUCATION

1969 - 1978 University of Vienna

Major: physics; minors: mathematics and philosophy

PhD Thesis in nuclear physics: "*Investigation of parity mixtures of nuclear states through measurement of the beta-gamma directional correlation of the decay $^{203}\text{Hg} \rightarrow ^{203}\text{Tl}$ and a related zero experiment.*"