

## **Curriculum Vitae**

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Foto: © Petra Spiola / RTR

### **February 2014 - present: Managing Partner, Serentschy Advisory Services GmbH**

I advise the C-level and top experts in the telecom, media and technology sector in the areas of strategy, policies, regulatory and spectrum issues, cyber-security policies, innovation and communications. For more information, visit [www.serentschy.com](http://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>

### **October 2015 - present: Senior Advisor to the Public Policy Practice and Communication 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](http://www.squirepattonboggs.com) and <http://www.squirepattonboggs.com/professionals/s/serentschy-georg>

**September 2018 - present: Board Member of the Austrian Digitalization Agency - DIA**

The mission statement of the DIA is as follows: "Making digitization a success story for Austria's society and economy". The Federal Government's Digitisation Agency is making concrete contributions to ensure that digital change becomes a success story for Austria. To this end, DIA implements selected projects, provides expertise and know-how, communicates the opportunities of digitisation and networks and coordinates stakeholders and actors. <https://www.ffg.at/dia>

**April 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. For more information, visit <http://match-maker.ventures/>

### **January 2017 – September 2019: Senior Advisor to alladin-IT**

alladin-IT 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. For more information, visit <https://alladin.at/>

### **November 2002 – January 2014: 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](http://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>

**November 2011 – December 2013: 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](http://www.berec.europa.eu).

**2010 - 2013 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](http://www.kig.gv.at).

**1997 - 2002 Managing Director Arthur D. Little Austria and Marketing Manager Central Europe**

For more information, visit <https://www.adlittle.com/>

- 1983 - 1996 CEO of the Austrian Aerospace Company ORS
- 1981 - 1983 Director, New Business (Solar Energy and Aerospace), Vereinigte Metallwerke Ranshofen-Berndorf – VMW (now AMAG)
- 1979 - 1981 Manager for special projects (Robotics and solar energy), Wiener Brückenbau WBB AG (former Voestalpine Group company)
- 1978 - 1979 Software Engineer, Siemens Österreich AG – PSE
- 1974 - 1978 Nuclear Physicist, Research Centre Seibersdorf, Institute of Physics, University of Vienna

## PROFESSIONAL ORGANISATIONS

January 2018 - present: Member of the Board of the Directors International Telecommunications Society (ITS)

The International Telecommunications Society (ITS) is an association of professionals in the information, communications, and technology sectors. ITS is an independent, non-aligned and not-for-profit organization with a worldwide network of about 400 members. ITS provides a forum where academic, private sector, and government communities can meet to identify pressing new problems and issues, share research results, and form new relationships and approaches to address outstanding issues. ITS focuses on the evolving applications, services, technology, and infrastructure of the communications, computing, Internet, information content, and related industries. The goal of ITS is to research and analyze issues related to the emergence of a global information society. The organization places particular emphasis on the interrelationships among socioeconomic, technological, legal, regulatory, competitive, organizational, policy, and ethical dimensions of the issues it addresses. More can be found at <https://www.itsworld.org/board-of-directors.html>

July 2019 – present: Austrian Cyber Security Platform (CSP)

The Cyber Security Platform, launched by the Federal Chancellery as a public-private partnership in 2015, is Austria's central platform for cooperation between the private and public sectors in matters of cyber

security and the protection of critical infrastructures. More can be found at (German language version only):

[https://www.digitales.oesterreich.gv.at/cyber-sicherheit-plattform#Organisation\\_der\\_CSP](https://www.digitales.oesterreich.gv.at/cyber-sicherheit-plattform#Organisation_der_CSP)

## EDUCATION

### August 2019 - Stanford University Graduate School of Business – Strategy Beyond Markets

Strategy Beyond Markets is timely, topical, and essential for anyone developing business strategy. One look at today's business headlines will convince you. Which is why the program combines real-time cases with cutting-edge academic research and is led by Stanford GSB faculty in partnership with Stanford University's vice president for public affairs.

<https://www.gsb.stanford.edu/exec-ed/programs/strategy-beyond-markets/>

### September 2004 - Harvard Law School - Negotiation and Leadership: Dealing with Difficult People and Problems

*Negotiation and Leadership* distills cutting-edge research and real-world examples into three days of targeted executive education negotiation training. At *Negotiation and Leadership*, you will test your beliefs and assumptions, overcome emotional and rational biases, examine complex negotiation scenarios, and discover a range of competitive and cooperative, integrative negotiation strategies.

[https://www.pon.harvard.edu/courses-and-training/3-day/special-three-day-combined-program/?c1=GAW\\_SE\\_NW&source=USA\\_BR&cr2=search\\_nw\\_usa\\_brand-negotiation\\_and\\_leadership\\_mod&kw=PLUS\\_negotiation\\_and\\_PLUS\\_leadership&cr5=110518770621&cr7=c&mqsc=GAW\\_SE\\_NW--USA\\_BR--PLUS\\_negotiation\\_and\\_PLUS\\_leadership--110518770621&gclid=EA1alQobChMInaS1-qvV5QIVBKYCh375A5XEAYASAAEglkm\\_D\\_BwE](https://www.pon.harvard.edu/courses-and-training/3-day/special-three-day-combined-program/?c1=GAW_SE_NW&source=USA_BR&cr2=search_nw_usa_brand-negotiation_and_leadership_mod&kw=PLUS_negotiation_and_PLUS_leadership&cr5=110518770621&cr7=c&mqsc=GAW_SE_NW--USA_BR--PLUS_negotiation_and_PLUS_leadership--110518770621&gclid=EA1alQobChMInaS1-qvV5QIVBKYCh375A5XEAYASAAEglkm_D_BwE)

### 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.*"