

CURRICULUM VITAE AND PROFESSIONAL QUALIFICATION OF DR. GEORG SERENTSCHY

I advise the C-level and top experts in the digital sector (platforms, telecom, media, and technology) in strategy, regulation & competition, spectrum policies, cybersecurity policies, and innovation. One of the focus areas of my advisory work is the strategic positioning of companies in a specific regulatory environment. Experience shows that regulation is the most critical lever to drive commercial performance, investment, and innovation in the digital sector.

My professional career spans more than 40 years. It began in nuclear physics, after which I turned to industrial research and development in various high-tech industrial areas such as software development, solar energy, aerospace, and telecommunications. After my industrial career, I joined Arthur D. Little, a strategy consulting firm. The next step was to head the Regulatory Authority for Telecommunications in Austria (RTR-GmbH) for over a decade. The highlight of my regulatory career was chairing and vice-chairing BEREC (Body of European Regulators for Electronic Communications). In 2014, I founded my consulting boutique focused on advising the C-suite and top digital sector experts in strategy, artificial intelligence, regulation & competition, spectrum policy, cybersecurity policy, and innovation. In parallel, I continuously work with leading consultancies on a project basis in areas of my expertise.

More can be found on my website <https://www.serentschy.com/> and on LinkedIn.

Illustrative projects - professional experience and qualifications:

My consulting experience in a nutshell

- Artificial Intelligence regulation
- Platform regulation
- Quantum secure communication
- Cybersecurity policies
- Public policy issues
- Traditional telecom regulation (access to infrastructure, access to wholesale, etc.)
- Regulatory challenges in the context of mergers and acquisitions
- Spectrum awarding and spectrum policies
- Advocacy before regulatory authorities and tribunals.

REPRESENTATIVE EU / EUROPEAN EXPERIENCE

- Advised a mobile challenger on preparatory strategies for the 5G auction and provided advocacy before the regulator.
- Contributed to the regional adaptation of terms and conditions for a global provider of communications services.
- Contributed to advisory work for a leading satellite operator on regulatory challenges for the deployment of a new in-flight service across several jurisdictions.
- Contributed to advisory work for a leading satellite operator on spectrum and interference challenges across several jurisdictions.
- Contributed to advisory work for a leading European railway company around in-train connectivity.
- Advised two international telecom operators on merger issues under the EU merger rules and provided advocacy work; analyzed different remedy options and retail price development pre- and post-merger.
- Advised a European system integrator on spectrum issues for smart-grid operations.
- Contributed to advisory work for an industry association on regulatory imbalances between traditional telecom operators and over-the-top players; analyzed possible redress measures and areas of regulatory modernization.
- Advised an international telecom group on a new regulatory strategy.
- Contributed to advisory work for auction design and auction strategies for regulators and operators.
- Contributed to advisory work for an industry association on spectrum policies harmonization across Europe.
- Contributed to the development of a mission statement for an industry association in Europe.
- Providing marketing and sales support for software firms acting in the telecom sector.
- Providing ongoing regulatory and competition analysis for several international clients.
- Advised an international quad-play operator on policy issues across several geographies.

REPRESENTATIVE MENA (MIDDLE EAST / N-AFRICA) EXPERIENCE

- Contributed to the drafting of a new spectrum legislation in a major country of the region.
- Contributed to building a new governance structure for the telecom ministry in a major country of the region.
- Advising a leading Middle East telecom operator for developing and implementing a new broadband strategy.
- Advising a government in a large Middle East country on a new ICT and new regulatory strategy.
- Advising a Middle East telecom operator for developing and implementing a new regulatory strategy.
- Advised a Middle East government on functional separation of the incumbent telecom operator.

- Acted as adviser to a North Africa telecom operator on regulatory strategies and provided advocacy work for ongoing proceedings.
- Acted as an advisor in a national telecom act modernization project in the Middle East; provided international benchmarks and best practices.
- Advising a leading Middle East telecom operator for developing and implementing a new wholesale strategy.
- Contributed to a global benchmarking exercise for a leading Middle East telecom operator to identify the impact of different regulatory regimes; delivered the report “Lessons from Europe”.
- Advising a leading Middle East telecom operator on its regulatory strategy; engaged in meetings with ministry and regulator to discuss international lessons learnt.

REPRESENTATIVE NORTH AMERICAN EXPERIENCE

- Lead a project with internal and external experts for a North American telecom carrier on how impending EU AI regulation could impact the carrier's businesses and services and derive advocacy and government reach-out from that.
- Analyzing with a team of experts on what contributions the Smart Agriculture Business Unit of a North American telecom operator could make around global food logistics against the backdrop of disrupted global supply chains.
- Contributing to advisory work for a global digital company on regulatory issues in Europe, with special focus on spectrum and a broad range of regulatory issues and the implementation of the new European Electronic Communications Code (EECC).
- Contributing to advisory work for a global cloud-service provider on regulatory issues in Europe.
- Provided advocacy work for a North America telecom operator for 5G spectrum auction; derived a set of recommendations based on international best practice.
- Providing regulatory advice and advocacy work for an international satellite operator in particular on net neutrality and spectrum issues.
- Provided in-depth analysis and advocacy work for a North America telecom operator on a Wi-Fi roaming regulation proceeding.
- Provided in-depth analysis and advocacy work for a North America telecom operator on the wireline wholesale regulation; derived a set of recommendations based on the European experience.

REPRESENTATIVE ICT / DIGITAL SOVEREIGNTY EXPERIENCE

- Contributed to advisory work for a leading global ICT solution provider in the area of digital sovereignty and strategic autonomy.
- Contributed to a pan-European study for a leading platform operator on the transposition of the new telecom regulatory framework in Europe (EECC).

- Advising a global digital company on regulatory issues in Europe, with special focus on spectrum and regulatory issues, Net Neutrality and Zero Rating across different geographies.
- As Chief Consultant for National Broadband Projects for a leading global ICT solution provider, advised governments and regulators on global scale.
- As the former head of a national ICT Think-Tank and ongoing as a consultant, managed expert teams and worked on several broadband strategies, national ICT and fiber rollout strategies.

Articles and Publications

A selection of relevant publications can be found here: <https://www.serentschy.com/my-thinking/> and here: <https://www.serentschy.com/download/>

Selected Press Coverage

A selection of relevant articles can be found here: <https://www.serentschy.com/press/>

Professional Organizations

January 2018–present: Member of the Board of the Directors at the 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

February 2020-present: Vienna Economic Forum (VEF)

The Vienna Economic Forum promotes regional economic cooperation in Middle and South East Europe since its foundation in 2004. The VEF is proud that the economic cooperation between entrepreneurs from the member countries of Vienna Economic Forum - Albania, Bosnia and Herzegovina, Bulgaria, Croatia, Kosovo, Northern Macedonia, Moldova, Montenegro, Austria, Romania, Slovenia, Turkey and Ukraine - has developed successfully over all these years.

More information can be found here: <http://www.vienna-economic-forum.com/index.php/en>