

Pontus Berg is a positive, passionate, creative, verbal, eager to know and is said to “swiftly become competent”.

Sees the road ahead and the big pictures, but quite often also spotting the devil hiding amongst the details. Firm believer that it’s hard to understand the business if you do not understand its DNA.

Embraces cross competence views, with input from different skillsets. One of the rare lawyers, who happily coded assembler on a few CPUs as a hobby. Expects fact-based decision making; tangible data, mined into information preferably using pivottables.

Pursuing the 80/20 rule, keen to work in an iterative and collaborative manner, with something on the table that can form a starting point for a way forward, rather than perfecting things before showing results. A true “intrapreneur” well suited for formal management tasks, in dynamic and evolving environments. Admittedly less suitable to work in well-defined processes and keeping something existing operational.

With a formal background as a lawyer, specialized on immaterial law from an international perspective, have I have worked in the telecom industry (Telia Mobile, Telia Mobile DK, “3” and Seanet) in several different roles, from professional expert to top management.

Roles experienced

Business Area Director at Seantet for the GSM service, where GSM is provided on ships but also **Business Development Director**. Member of the Executive Management team of this listed company.

As **head of a group**, in charge of two strategic data warehouses as well as the company’s Interconnect reconciliation, which for the year 2000 was 3.5GSEK (~0,4 GigaEURO). In the normal case around ten direct reports.

As **Product Manager** for the Interconnect and Roaming Products for 3 Scandinavia (i.e. Sweden and Denmark), stating the product requirements and ensuring they were fulfilled in the launch propositions that were sold to the customers.

As a strongly technically focused **lawyer**, responsible for interconnect, am I the author of the agreement template which is still largely the basis for Telia Mobile’s Reference Interconnect Offer, and it’s also been copied and is hence also used by several other Swedish operators. Interaction with the regulator and regulatory adaptation of the reference offer as well as changes in the Interconnect products were tasks also part of this role.

During a period as Internal Consultant at Telia Denmark, 3 in Scandinavia as **Roaming Manager**, I established International Roaming and also participated in the negotiating team when the first agreement concerning National Roaming on commercial grounds was reached in Denmark. The same was repeated while at 3 negotiating National Roaming for Sweden and Denmark, so I have negotiated three National Roaming agreements and hundreds international roaming agreements.



Competence

Preferred roles

General Manager
Business Area Manager
Manager of Business Development
Manager of Products

Business areas

Telecom & Datacom – mobile in particular, from a strategic perspective, down to a fairly detailed level of understanding of telecom technology and support systems, including network topology, billing and fiscal flows for CS and PS payload as well as C7 signalling.
Regulation – telecom regulation, but being a lawyer also a general legal skill in most areas
Business development in the broadest sense of the term
Legislation - agreements and immaterial rights in particular
Negotiations
DataWarehouses
CRM/Customer Relations

Platforms

GSM and it’s evolutions
NMT
Most computer platforms

Languages

Swedish – mother tongue
English – professional level
Danish – professional listening comprehension
French – rudimentary conversations
German – brief knowledge

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Employments

- 2007-** **Seanet maritime Communications AB**
- Director of Business Development & Roaming – General commercial manager, responsible for the revenue side of the business**
- Director, GSM – Overall responsible for the GSM activities of Seanet. Member of the Executive Management team**
- 2001-2007** **3 (Hi3G Access AB)**
- Product manager for Interconnect, National Roaming and International Roaming on a Scandinavian basis.**
- 2000 - 2001** **Askus AB**
- 2004-** **Bergatrollet EB**
- Runs own company, in the area of freelance journalism, legal advice and software development and anything that can finance my obsession for gadgets and new technology.**
- 1994 - 2000** **Telia Mobile AB, whereof:**
- 1998 – 2000 Head of Business support**
 1999 – 2000 Sub-Projectmanager IT and Billing in the Project Personal Telephony
 1998 – 1998 Roaming Manager, Telia DK
 1994 – 1997 Interconnect lawyer and Account manager
- 1990- 2007** **Freelance journalist: Datormagazin**
- 1989 -1990** **Freelance journalist: Oberoende COMputer**

Formal Education – Univeristy level

Master of Law (180p – 4,5 years) , University of Lund

Various IT related courses (25 p), University of Lund

”Säkerhetsinformatik” (10 p), Royal Institute of Technology, Kista

Legal journalism (“Rättsjournalistik”) (5p) i University of Stockholm

Additional education

- 2010-05** **CEO program (“VD programmet”) (Executive People)**
A light version of an MBA, including an overview of the key relevant topics for a CEO.
- 2000-06** **UMTS System Overview (Apis)**
- 1999-11** **Situational Leadership (“Situationsanpassat ledarskap”)**
Leadership training according to the theories of Mr Kenneth H. Blanchard. Not finished.
- 1997-10** **CMS 45/89 System Survey (Ericsson AS)**
- 1997-02** **Telia’s program for academics (“Telias Akademikerprogram”) (Telia)**
The theory part of the trainee education.
- 1996-04** **Project steering (“Projektstyrning”) (Gunnar Selin AB)**
- 1996-02** **Digital telecommunication’s network (Digitala telekommunikationsnät) (STF)**
- 1996-11** **Law in the IT industry (“Juridik för IT branschen”) (STF)**
- 1995-02** **GSM basic course (Telia AB)**
- 1995-02** **Excel 4 – Basic course (Digital)**
Word 6– Basic course (Digital)
PowerPoint 4 – Basic course (Digital)
- 1994-11** **Techniques of negotiations (“Förhandlingsteknik”) (Iwar Unt AB)**

Assignments on a consultancy basis

- 2011-10** **Expert reviewer at Vinnova**
- 2008-12** **Roaming Education (Ascade) – Stockholm**
Held a half day education with the product team on the subject of International roaming, especially targetted at Quality of Roaming
- 2007-08 to** **Roaming Manager (Network Norway) – Oslo**
2007-09 Did remote roaming management for Network Norway, signing the first set of relevant relations, assiting the employees to set up the operation
- 2001-04 to** **General Portal consultant (TDC) - Copenhagen**
2001-05 Participated in the foundation of a “SMS Broker”. Defined the business logic, technical environment and proposed legal framework for the project.
- 2000-12 to** **General Portal consultant (TDC) - Copenhagen**
2001-04 Participated in the project to produce a mobile portal, replacing the old portal, mainly responsible for the IT structure, billing flows and assisting the negotiation team in the work with the vendor.
- 2000-10 to** **General Telecom consultant (Telenordia)**
2000-11 Participated in the establishment of the International Roaming and delivered the strategic suggestions in the area of possible roles and impacts of them (Service Provicer, Virtual Network Operator, Network Operator etcetera)

- 2000-09 to 2001-05** **Mentor for the corporate legal advisor (Tele1/Song Networks)**
Was on a continuous basis available to the lawyer, first and foremost in questions concerning Interconnect, Telecom Regulations and relations to other operators.
- 2000-08 to 2000-09** **Overview of telecom related Agreements (Tele1)**
Made and overview of the operators Nordic agreements around Interconnect, Service Provisioning, PBX access etcetera.
- 2000-07** **Interconnect education (Intelligence)**
Performed an education by the consultants from Intelligence around traffic cases and cost components in the Interconnect area.
- 2000- 06** **Invited speaker at SEUGI 18 (SAS) - Dublin**
SEUGI is the Datawarehouse platform vendor SAS's yearly user conference.

The presentation was appointed "Best of Stream/WEB and WAP applications" and well as "Overall best presentation" in a competition of around 300 other presentations, whereof around 20 were winners in their respective country.
- 2000-05 to 2000-09** **Establishing a Mobiles Service Provider (com hem AB)**
Participated as mentor for a team in leading cabel TV operator com hems commitment to become a mobile service provider. In charge of the negotiations and agreement drafting as well as the technical part of the project, including billing solutions, interfaces to the host operator.
- 2000-04** **Invited speaker at "Answering the call for critical information - A SAS institute telecommunications industry forum" (SAS) - Rome**
- 2000-01** **Invited speaker at "Enterprise Data Information Strategies" (ICM)- Amsterdam**
- 1999-11** **Invited speaker at SUGS (SAS) - Stockholm**
SAS yearly user conference. The presentation was appointed "Best presentation" among 30 others.
- 1998** **Telia's representative in UMTS RAG**
The Regulatory Aspects Group was the sub group to the UMTS Forum that handled the legal aspects of UMTS.

Personal evaluation

Meyers-Briggs

Profile: ENTP

Tested in the Assessment centre of "Personel Decision International" in 1998 by Anna Lena Alm (+46 8 402 00 20)

Belbin – Team Skills

Tested twice

At Telia: Plant (90%), Shaper (80%), Resource Investigator (70%)

At Hi3G: Resource Investigator and Shaper.

Additional

Other interests in the professional domain

I like working in project form and especially in the outer regions of my own core competence – nothing is as developing as working with that where one still has a lot to learn.

New technology, new technologies and business possibilities.

Private domain

Married to Gunilla (Born 1968) with whom I have three daughters; Matilda (Born 94), Amanda (Born 99) and Ida (Born 01)

Love to play a round of golf every now and then – HCP 17,9 ("would have been single if I had been single")

Active networking and enjoy interdisciplinary discussions. Member of several mailinglists for Swedish IT Entrepreneurs. Believing in "You are who you know" makes me treasure the relations.

Renovating the house is not an interest, but something that steals a lot of the private time.

Is a passionate user of the Commodore64 and exchanges experiences, tips and tricks globally on this topic. Runs the site <http://www.fairlight.to> and contributes with materials to <http://www.c64.com>