

TUCK SCHOOL OF BUSINESS AT DARTMOUTH



GLASSMEYER/McNAMEE
CENTER FOR
DIGITAL STRATEGIES

Mobile Services: Why Should Businesses and Consumers Care?

Part of the **TECH@TUCK** series

Thursday April 24, 2003

TECH@TUCK is a Center for Digital Strategies sponsored series of half-day events for the Tuck and greater Dartmouth community that highlight digital technologies and their personal or business implications. Each event in the series features a panel comprised of executives debating topics of interest to students and faculty, as well as hands-on demonstrations of the latest associated gadgets and devices.

Mobile Services: Why Should Businesses and Consumers Care?

Moderator: **Stephen Wellman**, Editor, FierceWireless

Panelists: **Jim DeBelina**, Director of Enterprise Solutions, Global Software Group
Motorola

Joseph Gensheimer, Chief Operating Officer
Cometa Networks Incorporated

Bob Maher, Dir. of Strategic Planning, Mobile Device Marketing Group
Microsoft

Jim Slaby, Senior Industry Analyst, Giga Research
Forrester Research Incorporated



Stephen Wellman

Editor

FierceWireless

Stephen Wellman is Editor of FierceWireless and Analyst with FierceMarkets. He is a thought leader in the wireless industry and is an occasional interviewee for such media outlets as the BBC, Reuters, the Atlanta Constitution-Journal, and AP. He often speaks at conferences, most recently INET 2002. Before joining FierceWireless, Stephen spearheaded editorial initiatives at several technology companies, including a prominent online retailer and a media-focused ASP. He has a BA from the University of Chicago where he founded the newspaper, The Chicago Criterion. A native of Pikeville, Kentucky, Stephen enjoys fly fishing, French cooking, and arcane academic trivia.



Jim DeBelina

*Director of Enterprise Solutions, Global Software Group
Motorola*

Jim has had over twenty years of high technology experience in wireless computing, wireless system performance, and information technology. He joined Motorola in 1985 and since then has spent almost all of his time working on wireless data technology and applications.

Jim is currently the Director of Enterprise Solutions for Motorola's Global Software Group. His team has been working together with key strategic partners to develop applications and solutions that can enable corporations to take advantage of wireline/wireless convergence both to improve employee productivity and better serve their customers.

Jim has a degree in Mathematics from the Illinois Institute of Technology and an MBA from Harvard University.



Joseph M. Gensheimer

*Chief Operating Officer
Cometa Networks Incorporated*

Joe Gensheimer is Chief Operating Officer of Cometa Networks, Inc., a wholesale provider of WiFi services to national carriers and ISPs. Cometa was formed in December 2002 by IBM, AT&T, Intel and venture partners Apax Partners and 3i. Most recently, Joe was Senior Vice-President and Associate General Counsel for Sprint Corporation and General Counsel of Sprint PCS. Prior to Sprint he was Senior Counsel for IBM's mainframe and supercomputer businesses, General Counsel and Secretary of RealCom Communications Corporation, and Senior Attorney at GTE. Joe practiced law at Morgan, Lewis and Bockius and was an attorney at the U.S. Department of Justice. He attended law school at UCLA where he also obtained a masters degree in economics. Prior to law school, Joe was an engineer for General Electric. He earned a bachelors degree in engineering from Northrop Institute of Technology.



Bob Maher

*Director of Strategic Planning, Mobile Device Marketing Group
Microsoft Corporation*

Bob Maher is Director of Strategic Planning, Microsoft Mobile Device Marketing Group. Mr. Maher has a Bachelor of Science in Biology from Cornell University and an MBA from the Yale School of Management. He spent several years as a public policy analyst with Abt Associates in Cambridge, MA where he researched policy and economic issues associated with managed health care - particularly in the areas of Medicare and Medicaid. Mr. Maher has been with Microsoft since 1996 where he has held positions in various areas including partner business development and packaged software distribution. From 1998 to 2001, Mr. Maher managed Microsoft's efforts in the areas of distance/online learning during which time he chaired the board of the Schools Interoperability Framework (SIF) industry standards body - a group of over 100 software vendors focused on developing XML standards allowing schools to share and manage student data. Current Mr. Maher is Director of Strategy Planning for Microsoft's Mobile Device Marketing Group where he is responsible for five-year business planning and strategic business analysis.



Jim Slaby D'83

*Senior Industry Analyst, Giga Research
Forrester Research Incorporated*

Jim Slaby covers wide area network (WAN) and metropolitan area network (MAN) technologies and services, including routers, virtual private network (VPN) equipment, and carrier optical access and switching equipment. He closely follows the activities of major vendors and telecom service providers in this space, including Cisco, Nortel, Nokia, Lucent, Juniper, Ciena, AT&T, WorldCom, Global One and Verizon.

A frequent speaker at seminars and industry events, Jim is regularly quoted on networking issues in business and technology journals such as the *Wall Street Journal*, *Financial Times*, *Business Week*, *Reuters*, *USA Today*, *Upside*, *CIO*, *Information Week* and *Network World*, and has recently appeared on the Tech TV cable network.

Jim has more than 14 years of experience working for manufacturers of data networking equipment. Prior to joining Giga Information Group, he spent five years at Bay Networks (now Nortel Networks) as an industry expert and advocate — first for the financial services sector and later for the carrier market — where he helped specify and design WAN product and service offerings that addressed vertical-specific business and technology requirements. Jim had a similar role at Motorola ISG, as its retail industry program manager. This followed his tenure there as a product marketing manager for network management systems and a stint at Telematics International as a product manager for internetworking systems.

Jim earned an A.B. in English from Dartmouth College.