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The cloud

Enabling Mobility Across Devices

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NH Barbizon Palace, Amsterdam

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Francesco Iarlori

Francesco Iarlori (www.iarlori.com) has been active in the technology powered industry since the early 90s and has been an active management consultant liaising with multinational companies since this time. Past work includes the Iridium project in Arizona for Sun Microsystems and the WISHES project in Europe, which supported the first mobile payments systems in North and Southern Europe (involving Nokia, TeliaSonera, and Gemalto).

Francesco joined Omnitel in 1999 (now Vodafone Italy) where he participated in the Omnitel 2000 project (later Vodafone live!), subsequently moving to set up the Vodafone Business division. Francesco joined TTYL (the Telenor mobile branch) in 2001 and was instrumental in implementing the first cross messaging solution across Europe. Within Siemens he participated to defining and selling global solutions for media & content download, RFID-SMS parking systems and UMTS wireless camera systems. Since spring 2007 he has worked within the Value Partners Group working in the mobile commerce and mobile advertising arena developing new business models and aiding technological adoption such as NFC and QR codes within the retail and brand sectors.

Francesco covers the Managing Director position in the international consulting firm BizDev & Strategy active in Telco, Media, Finance & Transport space.

Francesco holds a degree in computer science from Pisa University (Italy) and is an active keynote speaker, columnist in industry magazines and blogs, as well as covering advisory roles within UN and EC projects. Francesco is the Editor of TheBestAdvise project (www.thebestadvise.com).

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