



## Bob Gessel

### **HEAD OF TECHNOLOGY STRATEGY & PORTFOLIO DEVELOPMENT, ERICSSON NORTH AMERICA**

Bob Gessel has more than 30 years of experience in the telecom, communications, and software industries. He has been with Ericsson for 20 years and currently is the Head of Technology and Strategy Development for Ericsson North America. He is responsible for driving vision, innovation, strategic planning, and technology evolution for Ericsson's portfolio in the North American market. His current focus is in the areas of Cloud, NFV/SDN, M2M/IoT, as well as Ericsson's end-to-end solutions for Telecoms and targeted vertical industries including Utilities and Transportation

Gessel's previous roles at Ericsson include Principal Consultant, Senior Director of Business Development/Sales, Senior Solution Architect and 11 years in software R&D with responsibilities in Business Innovation, Operational Management, Principal Engineer and Inventor.

As an entrepreneur in 2003, Gessel founded SceneScape, Inc. to deliver WiFi based localized interactive and multimedia services for users of Wi-Fi hot spots. In 2001 he founded MobileStream Wireless, Inc. targeting the mobile entertainment market for delivery of multimedia content and interactive services for large sports and entertainment venues.

Gessel has also worked as a senior business and technology consultant in areas of IMS, Multimedia Applications, Mobile Networks, RFID, and Strategic Marketing. He also has a combined 7 years in software R&D with Siemens and Northern Telecom.

Gessel holds a B.S.E.E from Southern Methodist University in Dallas, Texas.