Occasional Lecture

IP Networking and Services as New Entry Strategy in Telecommunications: Industry Trends and the Case of Telefónica Germany

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Wednesday, August 31, 2005
4:00-5:30 pm, 191 CAS
Reception following the lecture

Dr. Alwin Mahler is Vice President Strategy for Telefónica Deutschland GmbH (the German subsidiary of the Telefónica Group) since 2002. He is responsible for strategic planning, legal and regulatory affairs as well as lobbying within Telefónica Deutschland, which is Germany’s largest independent IP carrier. He joined the mobile arm of Telefónica in 2001 as Director Strategy and Partnering, where he was involved in setting up the 3G venture in Germany. From 1998-2001, Alwin Mahler held several positions within the strategic units of WorldCom Germany and Worldcom International, closing with the responsibility as Head of E-Roadmap and Strategy. From 1993-1997 he worked for WIK (Institute for Scientific Research on Telecommunications Services), Germany as senior researcher in the area of new telecommunications services. He was a member of the research group on telecommunication markets, with a special interest in the banking industry and electronic commerce. Dr. Mahler has published and spoken widely on those issues and consulted for such clients as the Ministry for Post and Telecommunications and private companies. He holds a Ph.D. in Business Administration from the University of Bayreuth, Germany and an M.B.A. from the University of Delaware, USA. He is an Adjunct Assistant Professor in the Department of Telecommunication at Michigan State University, where he had a one year appointment as a Visiting Assistant Professor in 1997/1998.

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