



For Immediate Release

The Besen Group's CEO Alex Besen to Lead 4G Wholesale Workshop at LTE North America 2011 & MVNO Industry Summit USA 2011 in Dallas, Texas

Washington, D.C., November 1, 2011 (Business Wire) -- The Besen Group, an international management consulting practice to the mobile data industry headquartered in the Washington DC area, with representatives in Paris and Tokyo, announced today its CEO Alex Besen will lead a 4G wholesale workshop on November 7th at LTE North America 2011 & MVNO Industry Summit USA 2011 in Dallas, Texas at the Fairmont Hotel. For more information, please visit <http://americas.lteconference.com> & <http://www.4g-wholesale.com>. Note that the MVNO Industry Summit USA is co-located with LTE North America 2011.

Title: In-Depth Look at 4G Wholesale Business

Abstract: 4G wholesale services are very complex and provide unique opportunities to organizations who best define their licensed and unlicensed spectrum requirements to better service their customers. The workshop will provide participants with a comprehensive overview of key success factors for launching a successful mobile data (4G) MVNO as well as evaluating 4G Host Network Operators (HNOs).

Agenda: About The Besen Group LLC

Establishing Mobile Broadband Eco-System

4G MVNO Market Entry Evaluation & Strategy Planning

4G HNO Evaluation & Contract Negotiation

MVNE Identification & Evaluation & Analysis

Partnerships & Alliance Development

4G HNO Key Success Factors

4G HNO Case Studies: Clearwire, LightSquared, Sprint

4G MVNO Business Case Development & Key Success Factors

4G MVNO Case Studies: Best Buy, Cbeyond, Time Warner Cable

Leader: Mr. Besen has over 16 years of hands-on experience in the mobile industry working for operators and vendors in North America and Europe in numerous roles including business development, marketing, project management and finance. His client references include Avea (Turkey), Banque Populaire (France), Clearwire (US), Cosmote (Greece), Fenerbahce (Turkey), LeClerc Mobile (France), LightSquared (US), mPortal (US), MpowerLabs (US), SpeechPhone (US) as well as several undisclosed references.

About The Besen Group (www.thebesengroup.com)

The Besen Group is an international management consulting practice to the mobile industry headquartered in the Washington DC area, with representatives in Paris and Tokyo. Its mission is to provide mobile players with tools, knowledge, and services enabling them to perform optimally in their mobile environment. The Besen Group's competitive edge is based on practical experience with mobile operators, mobile vendors, and a mobile data laboratory.

Press Contact:

Mike Houghton

Tel: +1.703.799.7383

Email: houghton@communicate.com