

# Liz Kerton

Executive Marketing Consultant for Wireless Businesses

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## Summary

- + Partner in Telecom Consulting firm, The Kerton Group, since 2001.
- + Principal of Marketing Practice, running startup marketing campaigns since 1998.
- + VP Marketing for several wireless companies per year since 2001.
- + President of The Telecom Council of Silicon Valley, the local association for Telecom Professionals since 2007.

The Kerton Group provides expert analysis and consulting in wireless telecom. With razor-sharp focus, our analysts' experience across the entire telecom value chain enables a comprehensive understanding of our clients' market, product and business issues. Our clients represent every part of wireless telecom – from carriers, including NTT DoCoMo, SK Telecom, and British Telecom; to infrastructure companies, including Broadcom and Sony; to content, application, and devices, including LeapFrog, PayPal and Disney. Kerton Group services include strategy, business development, marketing, and research. Some of our projects, clients and publications are detailed at <http://www.kertongroup.com>.

## Specialties

wireless telecom, wireless marketing, startup marketing, wireless product strategy, business development, fundraising, PR, market research, tradeshow and events

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## Experience

### **President at The Telecom Council of Silicon Valley**

May 2007 - Present (1 year 10 months)

The Telecom Council is an association dedicated to connecting the Silicon Valley's critical mass of companies across the entire telecom ecosystem - big and small, fixed and wireless, young and mature - with each other. Using our network, tools, framework, and events, the Council brings together the industry's local companies, research, ideas, capital, and human expertise to create a hub for local telecom professionals to connect, communicate, and collaborate.

*1 recommendation available upon request*

### **Managing Director and Principal of Marketing Practice at The Kerton Group**

June 2001 - Present (7 years 9 months)

The Kerton Group provides insightful, expert analysis and consulting to the wireless telecom industry. Our consultants have a deep, vertical knowledge of wireless telecommunications that helps us fully understand technology, market, product, and business issues for our clients. We have

worked with carriers, application companies, content providers, and device manufacturers worldwide - including NTT DoCoMo, SK Telecom, British Telecom, Bouygues Telecom, Telus, and dozens of companies in the wireless data value chain including Disney, Paypal, and Broadcom. Our projects include business development, product strategy, marketing, research, analysis, and due diligence. [www.kertongroup.com](http://www.kertongroup.com).

### **Director at Service Provider Investment Forum (SPIF)**

2002 - December 2007 (5 years)

Monthly forum connecting carriers and service providers with innovation, entrepreneurs, and investment opportunities. Recently rolled into the Telecom Council of Silicon Valley (<http://www.telecomcouncil.com>)

*1 recommendation available upon request*

### **Executive Director at Global UMTS TDD Alliance**

2004 - November 2007 (3 years)

Managed the Industry Association for the 3GPP TD-CDMA wireless broadband standard and the collaboration among its ~25 operators and ~25 vendor members, including annual summits.

### **VP Marketing at WiFinder**

2001 - 2005 (4 years)

WiFinder was a team funded, elbow grease, and midnight oil burning wireless industry startup with a web service to find and promote public WiFi hotspots.

### **VP Marketing at NetGratus**

2000 - 2001 (1 year)

NetGratus was an angel funded Internet startup with a pre web 2.0 technology that allows static web pages to have dynamic elements.

### **Director of Marketing at Tasman Networks (fka Tiara Networks)**

June 1998 - June 2000 (2 years 1 month)

Ran marketing and marcom projects under the VP Marketing with \$1m budget for VC funded startup telecom infrastructure company building equipment for multiplexing T1s and DS1s. Tasman Networks was sold to Nortel in 2007.

### **Associate at Barclays Global Investors**

1993 - 1996 (3 years)

Was Wells Fargo Nikko Investment Advisors when I started in the International Operations department where I worked with securities holders worldwide in settlements and used my Japanese language skills regularly. Promoted to marketing role in mutual fund department where we launched WEBS (World Equity Benchmark Shares) index shares in 17 countries, which have subsequently been renamed iShares.

## Education

### **Tufts University - The Fletcher School of Law and Diplomacy**

MALD, Masters in International Diplomacy, 1996 - 1998

### **Institut d'Etudes politiques de Paris**

Certificate, Sciences Po, 1997 - 1997

### **Drew University**

Exchange, United Nations Exchange, 1992 - 1993

### **Seton Hill University**

BA, International Studies, 1989 - 1993

### **Nanzan Daigaku**

Certificate, Japanese, 1991 - 1992

**Activities and Societies:** Shyashin-bun

### **Granada High**

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## 2 people have recommended Liz

"Working for the Kerton Group was probably one of the best things that could have happened to me and the experience was enriched further by Liz's guidance and help. Liz is one of the best managers that I have worked so far. She has an incredible zeal to succeed and a thoughtful and creative mind to make a difference at the work place. It will be my honor to work again for Liz be it the Kerton Group or the Telecom Council."

— **Sumit Mittal**, *Business Manager, The Kerton Group*, reported to Liz at The Telecom Council of Silicon Valley

"Liz and her husband Derek run the Kerton group, which in turn manages the Service Provider Investment Forum (SPIF) amongst other things. I have been participating in the SPIF off and on for the past 5 years and it has proven to be a very valuable networking and deal flow generation tool. I am impressed with the capabilities of the Kertons as regards growing and developing the Forum, maintaining regular attendance on the part of key players in the telecoms VC field, bringing attractive startups and knowledgeable analysts to the group, allthwhile nurturing a productive and fun atmosphere. I look forward to participating in their next venture in some form - the evolving Bay Area Telecom Council."

— **Olaf J Groth**, *Director, Int'l Corporate & Market Development, QUALCOMM, Inc.*, was with another company when working with Liz at Service Provider Investment Forum (SPIF)

[Contact Liz on LinkedIn](#)