



## BROADBAND FORUM CEO ROBIN MERSH AMONG TOP 100 IN TELECOMS

*Global Telecoms Business recognizes Robin Mersh in its GTB Power 100 listing of the most powerful people in telecoms*

**October 2011** - The Broadband Forum has once again featured strongly in the industry awards published annually by Global Telecoms Business. Chief Executive Officer Robin Mersh has been named as one of the 100 most powerful people in the telecoms industry worldwide.

Global Telecoms Business compiles its annual list, the GTB Power100, from nominations by worldwide readers of the publication – including CEOs, CFOs and other senior executives of the world's major operators, telecoms vendors and industry organizations. Robin Mersh follows in the footsteps of Broadband Forum chairman Tom Starr, listed in 2010, and also joins award winners Christophe Alter and Heather Kirksey who were spotlighted in the 40 under 40 awards earlier this year.

Robin Mersh joined the Broadband Forum in July 2006 and, as Chief Executive Officer, heads up the central organisation that shapes the future of broadband globally. The Forum, with its membership of major operators, vendors and testing establishments, is a key enabler of new broadband technology standards, and Robin's leadership directs the programme of work, balancing the interests of all members. He has helped expand the Forum's portfolio to include mobile backhaul, LTE, IPv6 and the world's first G-PON certification, set to underpin rapid deployment of next generation broadband technologies. Robin also leads the Forum's liaison work with other industry bodies and SDOs.

The full list of the GTB Power100 for 2011 is available at <http://www.globaltelecomsbusiness.com/Stub/Power100.html>

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**About the Broadband Forum**

Broadband Forum, a non-profit industry organization, is focused on engineering smarter and faster broadband connections. Our work defines best practices for global networks, enables service and content delivery, establishes technology migration strategies, engineers critical device & service management tools, and is key to redefining broadband. Our technical reports and free white papers can be found at [www.broadband-forum.org](http://www.broadband-forum.org).

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