



Broadband Forum appoints new marketing director as it continues to lead and expand industry discussion on standards

Craig Thomas brings significant expertise to the Broadband Forum team



Craig Thomas, Senior Director, Strategic Marketing at Broadband Forum

Fremont, California, 1 July 2020: Experienced and highly-respected B2B marketing professional Craig Thomas has joined [Broadband Forum](#) as its new Senior Director, Strategic Marketing, reinforcing the open organization's position as the broadband industry's most relevant standards initiative.

Bringing extensive experience in technical and commercial sales and marketing, Thomas will ensure Broadband Forum continues to be central to the industry discussion on standardization. This is especially important as service providers evolve their networks to [Cloud](#)-based infrastructures, integrate open source software and prepare for the era of [5G](#) and the [Connected Home](#).

"I am delighted to join the communications industry's leading organization focused on shaping the future of broadband and driving innovation across the industry," said Thomas. "The conversation around standards remains as important as ever, perhaps even more so, as new technologies play an increasing role in broadband networks. With the expertise of Broadband Forum, we can ensure a smooth evolution and continue to play a pivotal role in building the broadband foundations of the future."

A leading communicator within the telecoms vendor and service provider industry, Thomas most recently held the position of Senior Director Marketing at Abzorb. He also spent seven years as Senior Director International Marketing at Calix following roles at Tellabs, Tiscali UK Business Services, Cosine Communications, Ericsson and Alcatel & Newbridge Networks.

As Cloud technologies such as Software Defined Networking (SDN) and Network Functions Virtualization (NFV) continue to pave the way for an agile future, combined with the exponential growth of new technologies such as 5G, Broadband Forum is firmly focused on creating a thriving broadband ecosystem. Its Open Broadband initiative brings together the

best of open source and open standards, enabling cost-effective migration and seamless upgrades for operators.

“Our objective is to continually accelerate the adoption of our work by bringing valuable services to those across the industry and Craig’s appointment highlights our continued efforts to achieve this,” said Robin Mersh, CEO at Broadband Forum. “We continue to combine innovation with standards to deliver ultra-fast broadband services and unlock potential for new revenue streams effectively and dynamically across the industry.”

To learn more about Broadband Forum and its ongoing work, please see: <https://www.broadband-forum.org/>.

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About the Broadband Forum

Broadband Forum is the communications industry’s leading open standards development organization focused on accelerating broadband innovation, standards, and ecosystem development. Our members’ passion – delivering on the promise of broadband by enabling smarter and faster broadband networks and a thriving broadband ecosystem.

Broadband Forum is an open, non-profit industry organization composed of the industry’s leading broadband operators, vendors, thought leaders who are shaping the future of broadband, and observers who closely track our progress. Its work to date has been the foundation for broadband’s global proliferation and innovation. For example, the Forum’s flagship TR-069 CPE WAN Management Protocol has nearly 1 billion installations worldwide.

Broadband Forum’s projects span across 5G, Connected Home, Cloud, and Access. Its working groups collaborate to define best practices for global networks, enable new revenue-generating service and content delivery, establish technology migration strategies, and engineer critical device, service & development management tools in the home and business IP networking infrastructure. We develop multi-service broadband packet networking specifications addressing architecture, device and service management, software data models, interoperability and certification in the broadband market.

Our free technical reports and white papers can be found at <https://www.broadband-forum.org/>.

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