

Alan Hadden

Alan is a veteran of the telecoms industry including 30 years mobile experience in vendor, regulatory and network operator organisations and industry associations. He brings a deep understanding of the key issues and trends in competitive mobile communications markets. His experience and leadership skills addressing international stakeholders were successful in developing new regulatory policies, new markets, business and investment opportunities. He provides access to influential people, key industry groups and professional bodies.

As one of the start-up senior management team in 1990 at UK PCN operator One2One (now BT-EE), Alan helped to ensure timely delivery of internationally agreed technical standards via ETSI for the world's first GSM network operating at 1800MHz. He represented One2One at ETSI, GSMA and other key industry associations (e.g. FCS, TNAB), and had a key role promoting the company's key messages to external audiences nationally and worldwide. Roles within GSMA included chair of its European Operators group and chair of its global PCN Operators group.

Before then, Alan was the industrial adviser on mobile policy at the UK regulatory authority DTI (now Ofcom). He worked on several market and mobile policy development initiatives during a 2-year term including a pan-European paging system, pan-European mobile communications system (i.e. GSM), and the introduction of Personal Communications Networks (PCN). Ensuring international standards and spectrum harmonization to build the biggest economies of scale and enable roaming were constant themes of his work in order to strengthen investor confidence and ensure vendor support to drive ecosystem developments.

Well-known in the industry, especially amongst network operator, supplier, regulatory, analysts and media communities, Alan enjoys the advantage of many personal connections globally.



Biography

Since leaving One2One in 1997 Alan is an independent consultant. In addition to successfully undertaking a variety of projects for a range of clients he also served as Vice Chairman (1996-1997) of the UMTS Forum and subsequently its Programme Director (1997-2001). In these roles, he made major contributions to the development of a series of valued and distinctive regulatory, spectrum policy and business reports which would stimulate development of new 3G/UMTS mobile broadband markets globally and lay the foundation for future mobile technology generations.

Alan is widely recognised as the founding President of GSA (the Global mobile Suppliers Association), which was established by the leading mobile manufacturers in 1998. He established GSA as a globally trusted brand and authoritative source of information papers, key data, trends and forecasts for industry to inform and guide planning decisions of network operators, suppliers, policy makers and other stakeholders to drive market acceptance of mobile broadband services, leverage internationally standardised technologies and spectrum allocations, and encourage device ecosystem developments. He led several global initiatives to promote the business opportunities enabled by constantly evolving mobile technologies. Alan left GSA after 18 years' service in December 2016.

Alan is author of many reports, information papers and presentations. For example, he created and wrote the well-known series of LTE, LTE-Advanced and LTE-Advanced Pro networks and device ecosystems reports published by GSA, achieving global downloads exceeding 1 million. He has made several contributions to technical and business books, authored his own book "Personal Communications Networks: Practical Implementation", and reviews new book proposals of other authors for international publishing firms. Alan is regularly invited to speak, host or moderate at major and specialist industry conferences, and is a regular host and judge for industry Awards.