



## PRESS RELEASE

### WDS APPOINTS OVE ERICSSON AS REGIONAL GENERAL MANAGER (EUROPE)

**Poole (UK) – 11<sup>th</sup> January 2012:** WDS, a specialist provider of managed services to the wireless industry, today announced the appointment of Ove Ericsson as Regional General Manager (Europe). With more than 20 years experience in telecoms, Ove will lead WDS' European business and further develop the company's leadership in the delivery of customer experience solutions to the wireless industry.

Ove joins WDS from *TeliaSonera*, the leading telecoms operator in the Nordics and Baltics, where he held the position Vice President of Customer Operations for Mobile Services. Prior to this, Ove held a number of senior management positions including Chief Executive Officer at *Citylink AB* and General Manager at *Energis Inc.*

"This is an exciting time for WDS with a strong demand for our solutions across our mobile operator, handset manufacturer and service provider customers," says David Ffoulkes-Jones, CEO at WDS.

"We are delighted to welcome Ove to WDS. He has a wealth of experience and a long track-record of success in developing best-in-class operational performance for a multitude of organizations serving the wireless industry. I am confident that Ove will be invaluable in helping us drive our regional business forward and deliver on our long-term strategy."

"Facing increasing competition and disruptive new technologies, wireless organizations are increasingly keen to build value-based relationships with their end-users," says Ericsson. "In my new role, I will be keen to ensure the provision of solutions that successfully overcome these challenges, allowing customers to develop profitable and sustainable relationships with end users."

With over 2000 employees, WDS works with more than 100 of the world's largest wireless brands across five continents, helping them to build better, more profitable relationships with their end users.

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#### **About WDS**

WDS is the wireless industry's only provider of specialist managed services dedicated to improving the user experience across the entire consumer lifecycle. The company's portfolio of platform-enabled tools and services stretches across the wireless value chain to connect and optimize each stage of the consumer lifecycle. With more than 15 years of experience and a global footprint, WDS is the partner of choice for wireless carriers, handset manufacturers and service providers looking to transform their relationships with consumers. The company currently counts over 100 customers, including most of the world's largest handset manufacturer and mobile operator brands, and is headquartered in Poole, UK.

To find out more, please visit [www.wds.co](http://www.wds.co)

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