

## CV - Per Ostberg

**Nationality:** Swedish  
**Gender:** Male  
**Marital Status:** Single  
**Birth Date:** September 14<sup>th</sup>, 1966  
**Driver License:** Yes (Car & Motorbike)  
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### Education:

**1995 – 2000:** Various courses (technical as well as management) within Ericsson Radio Systems AB, Sweden

**1985 – 1995:** Master of Science, “Computer Science & Technology Program”, major in Project Management and Software Quality with additional studies in Intercultural Management, Law and Finances at Linkoping Institute of Technology, Sweden

**Languages:** Swedish – Fluent  
English – Fluent  
German – Passable  
French – Directional Knowledge

### Personal Profile & Highlights:

I have over 18 years of extensive mobile industry experience which spans network equipment supplier (Ericsson), mobile network operator (Celtel Intl, now Airtel Africa), a Mobile Value Added Service (MVAS) provider (Starfish Mobile) and a Mobile App company (Vantagepoint Digital).

During my career, I have held various management positions with up to 80 direct staff, multiple suppliers and responsibility for budgets up to 45 million US Dollars.

My latest business achievement is the inception of Starfish Mobile, a MVAS company, in South Africa and growing it into a pan African company with operations in 20 (as of November 2013) countries in Africa during its over 11 years of operation. As part of these expansions, I have worked with several of Africa’s and Middle East’s mobile operator groups and individual operators, such as MTN, Celtel/Zain/Airtel, Vodacom & Vodafone, Warid, Tigo, Qtel, Etisalat, Orascom and other stand-alone Mobile Operators.

I have been invited to speak at a few conferences on the MVAS landscape in Africa as my work with Starfish Mobile has made me visit almost 70% of Africa’s countries and experienced their diverse cultures and local challenges.

I am currently writing two books, the first about my experiences from 17 years of working and living as an expatriate in various cultures, especially Africa, and the second about how we built Starfish Mobile into a pan African business.

Starfish Mobile and its group of subsidiaries in Africa have matured into operational efficient companies, Vantagepoint Digital is in the development stage and this has freed up time and energy for me to seek out new challenges.

## **Work Experience:**

### **September 2013 – present – Vantagepoint Digital**

Co-founder of Vantagepoint Digital, a Mobile App company, currently in development.

### **September 2002 – present - Starfish Mobile International Inc**

Co-founder and chairman of Starfish Mobile International Inc. - the holding company for all Starfish Mobile operations in Africa with subsidiaries in South Africa, Nigeria, Tanzania, Uganda, Rwanda, Ghana, Congo DRC, Malawi, Zambia and Zimbabwe. Responsibilities include:

- overseeing the implementation of strategic decisions and driving the shareholders' objectives with the business
- ensuring the Board of Directors perform their duties as required
- ensuring the company follows the ethical rules and regulations as well as being part of high level negotiations with mobile operators and their holding companies
- directorships of the Starfish Mobile subsidiaries.

### **January 2000 – September 2002 - MSI CI Bv/Celtel International**

Project Director for MSI CI Bv/Celtel International (a Dutch holding company) building and operating cellular mobile networks in Africa under the brand name Celtel (now known as Airtel). As Project Director, my responsibilities were:

- to build mobile networks in Sierra Leone, Chad, Burkina Faso, Niger, Tanzania and Uganda. The scope covered all infrastructure (site acquisition, site permits, tower construction, generator installations, Network equipment installation, transmission installation, switching room constructions and similar) as well as construction of offices, retail shops, IT infrastructure, etc.
- to select suppliers (through evaluations of technical solution and costs), negotiate contracts, and ensure the implementation of these contracts and the successful launch of the mobile telephone system.
- controlling the budget scope which varied from a few million dollars to US\$ 45 million and the staff ranged from five to 80.

### **January 1995 – January 2000 - Ericsson Radio Systems AB**

Project Logistics responsible for restructuring the logistics flow between Ericsson Radio Systems AB in Sweden and various subsidiaries in Asia and Africa, being based in the countries I worked with. The job entailed

- moving the equipment ordering responsibility from Sweden to the various network projects and local companies in the Pacific Rim region
- concept design, planning, training, operational management & control, customs negotiations
- sourcing of local & regional suppliers in co-operation with local staff
- Countries worked and lived in include Australia, Singapore, Malaysia, Philippines, Egypt, Indonesia, Taiwan and Sweden.

### **August 1993 – January 1995 – Teacher**

Teacher at University of Linköping handling subjects such as Software Project Management, Intercultural Management, Algorithm Design, Electrical Engineering and Mathematics.

**Miscellaneous:****2005:**

Technical Expert in a few arbitration cases involving mobile network operators in Africa. Duties were to explain and advise on how network planning, costs and equipment are interrelated and how management's decisions effect these areas as well as in general explain how mobile networks are built.

**January 1995 – January 2000:**

Guest lecturer at University of Linkoping talking about working and managing in an Intercultural environment. Lectures were held once a year and addressed Master of Science and MBA students doing their last year.

**August 1987 – July 1988:**

Military service in The Royal Swedish Air Force as platoon commander within the Air Defense and Air Combat Tactics unit. Graduated as lieutenant in the reserves.

**General Interests:**

- Mountaineering; Hiked & climbed in Nepal (Everest Base Camp, Kala Patthar (5545m), Ama Dablam (6812m) and Island Peak (6189m), climbed Mt Kilimanjaro, Mt Stanley, Mt Kenya and in various other places in South Africa, Egypt (Sinai) and Asia as well as Aconcagua (6962m) in Argentina.
- Set up and working with an NGO in Nepal (Mani Culture Foundation) focusing on projects that conserve the local Buddhist cultural heritage.
- Writing
- Golf
- Skiing
- Sailing (member of the Swedish Sailing Boy Scouts for 15 years)
- Traveling and experiencing new places and cultures (visited close to 90 countries so far)
- Motorbike trips
- Reading

**Detailed list of countries I have worked in as an Expat (14), done business in (31) and travelled to (38):**

<b>Expatriate Work, Lived &amp; Travelled In (14):</b>			
<b>Africa &amp; Middle East</b>	<b>Europe</b>	<b>Asia &amp; Australia</b>	<b>Americas</b>
Burkina Faso	Switzerland	Indonesia	
Chad	Sweden (home country)	Malaysia	
Egypt		Philippines	
Niger		Taiwan	
Sierra Leone			
South Africa (living in)			
Tanzania			
Uganda			

<b>Done Business with &amp; Travelled In (31):</b>			
<b>Africa &amp; Middle East</b>	<b>Europe</b>	<b>Asia &amp; Australia</b>	<b>Americas</b>
Angola	England	Australia	
Bahrain	Holland	China	
Botswana		French Polynesia	
Congo Brazzaville		Hong Kong	
Congo DRC		Japan	
Ghana		Singapore	
Guinea Bissau		South Korea	
Iran		Thailand	
Ivory Coast			
Kenya			
Liberia			
Madagascar			
Malawi			
Mauritius			
Nigeria			
Republic of Guinea			
Saudi Arabia			
Senegal			
Swaziland			
Zambia			
Zimbabwe			

<b>Purely Travelled In (38):</b>			
<b>Africa &amp; Middle East</b>	<b>Europe</b>	<b>Asia &amp; Australia</b>	<b>Americas</b>
Dubai	Aaland	Brunei	Argentina
Gambia	Andorra	Nepal	USA
Jordan	Austria	Vietnam	
Mauritania	Belgium		
Morocco	Czech Republic		
Namibia	Denmark		
Qatar	Finland		
Reunion	France		
Seychelles	Germany (East & West)		
West Sahara	Gibraltar		
	Iceland		
	Italy		
	Lichtenstein		
	Luxembourg		
	Monaco		
	Norway		
	Poland		
	Romania		
	San Marino		
	Slovakia		
	Spain		
	Vatican State		