



Arun is the Managing Director at Red Dawn Consulting, a specialist telecoms, media and technology consultancy. With 25 years experience in the industry, Arun is a pioneering management consultant, and is one of the world's leading authorities in the MVNO market.

Arun founded a boutique consultancy in 2004, which was acquired by Analysys Mason Ltd where he was on the

Executive Board & led its Telecoms Sector. Prior to that Arun worked with leading professional service firms including PWC, TMNG and held key industry roles within BSkyB and Orange.

With his team, Arun has completed over 100 MVNO projects in every continent. He is also an expert IoT, convergence, pricing, proposition innovation, sales optimisation, mobile applications, enterprise solutions, mobile payments, and organizational transformation.

Arun has worked with extensive global clients including Verizon, Barclays, Telefonica, Colt, BT, Lycamobile, Virgin, Wireless Logic, MTN, Etisalat, Zain, ONO, Telenet, Cell C, Disney, Ministry of Sound, General Motors, Tesco, ACI.

Arun is Chairman of the International MVNO Association, has a BA in Economics and is a qualified Chartered Accountant.