

Bluefish's Boulding Move

Reading, 1st June 2007: Mark Boulding has joined leading IT Consultancy, Bluefish, as Senior Consultant.

As a highly experienced consultant and market strategy expert, Boulding has worked for many leading IT and telecoms providers including Vodafone, Avaya, Cisco and 3 UK. He was also a Senior Associate Analyst for analyst firm, Quocirca.

At Bluefish, Boulding will be providing his high level, strategic consultancy skills to a wide range of telecoms, commercial and public sector clients. With extensive experience at overseeing the total lifecycle of projects and bridging the gap between commercial and technical fields, his skills will be invaluable supporting Bluefish's technical, sales and marketing functions. He specialises in mobility and communications technologies.

"Bluefish helps its customers get real-world value out of their IT and network infrastructure. They aren't necessarily first adopters and they rely on us to provide honest, impartial and experienced advice about technology that adds bottom-line benefits to their business. My expertise will be invaluable at helping clients assess the latest trends, introduce technology that is realistic for their business and help them implement solutions quickly and effectively," comments Boulding.

In his last role at Vodafone, Boulding headed-up and oversaw the delivery of a global radio drive trial tools strategy with a budget of £5 million. This highly successful project provided Vodafone with a single view of radio networks performance from the customer's perspective. This has enabled the leading mobile operator to realise significant cost savings.

Boulding was a Market Strategy Consultant at Cisco providing analysis on how and when the company should introduce Internet Protocol and MPLS into the Radio Transport Network. At Avaya, he helped to define its mobile strategy and achieve a global view on market trends and developments. He has also been a Product Manager for 3 UK and Nortel.

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