

Bin Shen

Bin Shen serves as Vice President at Sprint Nextel, responsible for Broadband Product Management and Partnership Development. He leads the product management, product marketing, strategic partnership, and global ecosystem development across devices, Internet services, business/consumer applications, and content management and delivery. Prior to the establishment of the XOHM Mobile Broadband Business Unit, Mr. Shen, as Vice President, Broadband, led the wireless broadband strategy, planning, investment, market development, and incubation activities at Sprint. He played an instrumental role in defining the vision of Wireless Interactive Multimedia Services, completion of the next-generation mobile broadband business plan, negotiating key strategic partnership agreements, and the selection of Mobile WiMAX as Sprint's 4G technology platform.

Prior to this position, Mr. Shen was a Senior Director of Broadband Management at Nextel Communications. Mr. Shen led the next-generation service program activities for Nextel and was responsible for the successful launch of Nextel Wireless Broadband. As the general manager, he oversaw all the aspects of the large-scale business launch and management including business planning, product development and launch, on-going operations, sales and marketing, partnership management, and research and analysis. From 2000 to 2003, as senior director of strategic planning, Mr. Shen was instrumental in the creation and implementation of the Smart Growth Strategy for Nextel. His responsibilities included Wireless Data Strategy and Investments, Smart Growth Planning, Customer Segmentation, Channel Strategy, and Strategic Partnerships.

Prior to joining Nextel, Mr. Shen was a manager with Deloitte Consulting's Strategy Practice. Mr. Shen was responsible for sales, management, and delivery of consulting services to a wide range of distinguished clients worldwide. He led numerous cross-functional client and consultant teams in the areas of organizational transformation, market entry, product portfolio management, and value-based management implementation. His primary areas of focus were customer segmentation, acquisitions, product portfolio management, channel development, and converging technologies for communication industry.

Mr. Shen also served as Manager, Worldwide Marketing, for Eastman Kodak Company's Business Imaging Systems with responsibilities in strategic planning, marketing program, new product development, and business investments.

Mr. Shen has a MBA from the University of Rochester and a BS degree in Finance from Golden Gate University. He also studied in Shanghai Jiao Tong University.