

AGENDA

13:00	Registration and Refreshments
Session 1: Chaired by Paul Rhodes, Head of Strategy, Evolved Networks & Cambridge Wireless SIG Champion	
13:40	Chair Welcome
13:45 – 13:55	Welcome from Cambridge Wireless <ul style="list-style-type: none"> • Mario Lizzio, Business Development Executive, Cambridge Wireless
13:55 – 14:15	Welcome from our Event Host - Omdia <ul style="list-style-type: none"> • Dario Talmesio, Global Research Director, Omdia
14:15 – 14:40	Mobile Connectivity you can Count on <ul style="list-style-type: none"> • Prof Andy Sutton MBE, Director of Technology and Mobile, Ofcom
14:40 – 15:05	5G Didn't Fail, It Arrived Too Early for the Market <ul style="list-style-type: none"> • Michael Thompson, Head of Mobile Access Strategy & Investment, Virgin Media O2 <p>This talk will cover how 5G has evolved from early expectations into a more mature phase, and why real value is now starting to emerge as the ecosystem, devices and commercial models catch up. What needs to happen next to translate capability into tangible customer and business outcomes.</p>
15:05	Refreshments and Networking
Session 2: Chaired by Prof Simon Saunders OBE, Independent Telecoms Advisor & Cambridge Wireless SIG Champion	
15:40 – 16:05	The Journey to Differentiation <ul style="list-style-type: none"> • Craig Pemberton, Senior Innovation Manager, Vodafone Business <p>The story of how Vodafone Business brought the UK's first commercial 5G Slicing service to market, covering some of the challenges and learnings and providing an overview of the service and associated use cases.</p>
16:05 – 16:30	5G: Focus on the Customer <ul style="list-style-type: none"> • Tom Bennett, CTO, Freshwave <p>How the telecoms ecosystem must work collaboratively with customers and their ecosystems to move from technology-led thinking to truly customer-led 5G. Focusing on the importance of understanding what customers actually value when it comes to seamless, secure connectivity, and linking this to clear product and propositional outcomes.</p>
16:35 – 17:05	Panel Q&A with all Speakers Chaired by Prof Simon Saunders OBE, Independent Telecoms Advisor & Cambridge Wireless SIG Champion
17:10	Concluding Remarks
17:15	Event Close
With the permission of the speakers, a pdf of presentation slides will be available on request following the event	

Profile of Organisers

Cambridge Wireless (CW) www.cambridgewireless.co.uk

CW is a global not-for-profit membership organisation at the forefront of innovation in connectivity and digital technology. Since 2000, CW has united industry leaders across connected devices, networks, software, data analytics, telecoms, satellites, and more. CW exists to champion and connect the global connectivity and digital technology community. We bring our members together to foster innovation, enable collaboration, and provide opportunities for continuous learning and professional growth. From flagship conferences and Special Interest Groups (SIGs) to networking events, strategic innovation projects, and skills development, our programmes create valuable opportunities for members. With headquarters at the heart of Cambridge, UK, CW partners with other international industry clusters and organisations to extend its reach and remain at the forefront of global developments and business opportunities.

The CW Mobile Networks Special Interest Group (SIG) focuses on understanding current and future trends and challenges for terrestrial mobile infrastructure. This group considers the tradeoffs between spectrum, technology and topology options in delivering sustainable mobile infrastructure solutions that meet the growing expectations of users of mobile wireless services. Further information [can be found here](#). The group is championed by:

- **Iris Barcia**, Pr. Mng. MPN Architecture, Vodafone
- **Julie Bradford**, Head of Techno-Economic Analysis, Real Wireless
- **Simon Fletcher**, RW CEO and SCF CSO, Real Wireless
- **Caroline Gabriel**, Research Director, Analysys Mason, Co-founder and Research Director, Rethink Technology Research
- **Roberto Kompany**, Principal Analyst, Omdia
- **Peter Love**, Techno/Economic Business Consultant & Programme Manager
- **Vicky Messer**, VP Product Management, RANsemi
- **Dr Neil Piercy**, Founder
- **Prof Simon Saunders OBE**, Independent Telecoms Advisor
- **Prof Andy Sutton MBE**, Director of Technology and Mobile, Ofcom
- **Paul Rhodes**, Head of Strategy, Evolved Networks

Profile of Host

Omdia - Intelligence and advice powered by decades of global expertise

At Omdia, we deliver comprehensive intelligence and strategic advice backed by decades of global expertise across the technology markets. From R&D to ROI, we help you identify your greatest opportunities and drive the industry forward.

What sets us apart is our commitment to listening. We believe true leadership begins with understanding your unique challenges and objectives. By combining our deep market insights with a collaborative approach, we empower our partners to act decisively and with purpose. When you partner with Omdia, you gain more than data - you gain a trusted advisor dedicated to moving your business forward and advancing the entire industry. Learn more: <https://omdia.tech.informa.com/>

Profile of Speakers

Tom Bennett, CTO, Freshwave

Tom is a highly regarded technology leader, having held director-level positions across the telecoms industry in BT, EE and T-Mobile.

He combines a deep technical understanding with a collaborative approach. Tom led BT's negotiations with the other mobile network operators and the government on the Shared Rural Network and was previously an Executive Director on the board of MBNL. Tom oversaw the development of Freshwave's world first Omni Network, bringing connectivity from all the UK MNOs indoors via a combined small cell unit.

<https://www.linkedin.com/in/tom-bennett-0354532/>

Craig Pemberton, Senior Innovation Manager, Vodafone Business

With a career spanning over 30 years, Craig is a seasoned consultant and innovator who has been connecting people, places, and things since the dawn of the digital mobile era in 1995. Currently serving as a Senior Innovation Manager at Vodafone Business, he leads the charge in navigating the complexities of emerging technologies, including 5G SA, Cellular IoT, Mobile Private Networks (MPN), and Satellite.

Throughout his tenure, Craig has held pivotal roles as a solution architect and technology manager, consistently bridging the gap between raw technological potential and tangible business outcomes. He is an enthusiastic evangelist for the "new," specialising in co-creating with customers and partners to validate use cases that drive product roadmaps and digital transformation.

A recognised expert in network monetisation and enterprise connectivity, Craig has successfully led international consultancy teams and managed complex service portfolios across an account base comprising thousands of blue-chip clients. At the heart of his work is a commitment to reducing uncertainty in the innovation process, ensuring that the next generation of mobile technology delivers real-world value for both enterprise and public sector customers.

Prof Andy Sutton MBE, Director of Technology and Mobile, **Ofcom**

Andy Sutton MBE is the Director of Technology and Mobile at Ofcom, in this role he leads a team of engineers, technologists, and policy experts with a broad focus on how technology impacts the sectors which Ofcom regulates. The Mobile aspect of the role involves working closely with the wider eco-system, including MNOs, equipment providers, neutral host providers, and start-ups, to ensure mobile network coverage and performance continues to improve throughout the UK. Andy has 40 years of experience within the telecommunications industry; during this time, he has published extensively and gained practical experience of designing and building fixed and mobile communications networks. Andy holds the post of Visiting Professor of Telecommunications at the University of Liverpool and the University of Salford, he is a Chartered Engineer and holds Fellowships from the IET, ITP and BCS. Andy sits on the editorial board of the ITP Journal and is a CW SIG Champion for Mobile Networks and Wireless Heritage.

Dario Talmesio, Global Research Director, **Omdia**

Dario is Omdia's global research director for service provider strategy and service provider market regulation. With 20 years' experience in the telecommunications and wireless industry, Dario leads research on various topics, including telecom business transformation, 5G and beyond, and telco-hyperscale relationship and regulation. He also handles several strategic and tactical topics for service providers.

He is a member of the advisory board for numerous industry events. Dario is also a renowned keynote speaker at C-level, industry-leading events, including 5G World, Network X, eSIM Congress, 6G Symposium, and MVNO World. Prior to joining Omdia (formerly Ovum), Dario worked for the Economist Intelligence Unit and Yankee Group. Dario holds a degree in business and economics from Università Cattolica del Sacro Cuore, known as Catholic University of Milan, and a master's degree in applied social and market research from University of Westminster, London.

Michael Thompson, Head of Mobile Access Strategy, **VM02**

Michael is a senior mobile strategy leader with 25+ years' experience across Orange, T-Mobile, EE and BT. He specialises in network strategy, investment decisioning, and large-scale transformation.

At Virgin Media O2, he leads the strategic direction of the mobile network—aligning technology and investment to deliver resilient, customer-focused growth.