

## RAUL L. KATZ

As an international high technology industry consulting executive, Dr. Raul Katz has provided direction to CEOs and other top management of major global companies in the areas of business strategy, consumer/industrial marketing and general management. He is currently President of Telecom Advisory Services, a boutique firm that advises technology clients in the fields of strategy and business development.

He was previously President and CEO of ADVENTIS, a \$ 25 million management-consulting firm specialized in the high technology industry. While leading ADVENTIS, Dr. Katz built its international business, opening offices in Berlin and Shanghai. Before joining ADVENTIS, Dr. Katz was a Lead Partner at Booz Allen Hamilton, where he was a member of the firm's Leadership Team and Head of the US and Latin America Telecommunication practices.

During his career, he has worked extensively in the development of high technology businesses, both from a business planning perspective and implementation. In particular, for a software and outsourcing service firm, he developed the business plan for building its consulting arm. This included a definition of service offerings, a development of brand positioning, a headcount and organization model, a set of business practices, and a financial model. In addition, Dr. Katz has worked for computing equipment manufacturers, database software developers and Independent Software Vendors. Dr. Katz managed projects in the areas of demand forecasting, scenario planning, competitive analysis, market-entry strategy, churn management and new product development. He has managed engagements in the United States, Europe, Asia and Latin America. He retired from Booz Allen after 20 years with the firm.

Dr. Katz has published articles in journals such as Telecommunications Policy, Telephony, Strategy and Business, America's Network and The Information Society. His book The Information Society: an International Perspective, focusing on the deregulation trends in the worldwide telecommunications industry, was published in 1988. His book Creative Destruction: Business Survival Strategies in the Global Internet Economy, addressing recent discontinuities in the telecommunications industry, was published in 2000, and translated into Japanese and Chinese. His doctoral dissertation was awarded the 1986 K. Kyoon Hur Memorial Dissertation Award from the International Communications Association.

Dr. Katz received his Ph.D. in Management Science and Political Science and an M.S. in Communications Technology and Policy from the Massachusetts Institute of Technology. In addition, he holds a Licence in History and a Maîtrise in Political Science from the University of Paris-Sorbonne, as well as a Licence and a Maîtrise (with honors) in Communication Sciences from the University of Paris. He currently teaches a course on "Developing Strategies for High Technology Companies" at Columbia Business School MBA Program.