



**OSMAN SULTAN**

**CHIEF EXECUTIVE OFFICER, DU**

Osman Sultan has been appointed CEO of Emirates Integrated Telecommunications Company, du, starting 1<sup>st</sup> of January 2006, after spending eight years at the helm of the Egyptian Company for Mobile Services (MobiNil), a company he helped set up in 1998 to bid for and operate a GSM licence in Egypt.

As Chairman of the Arab Working Group for the Private Sector in the International Telecommunications Union (ITU), he is no stranger to the UAE, having addressed several conferences here on telecommunications issues.

His vast experience includes managing operations in several countries in Europe, North America and the Middle East.

Mr Sultan joined the France Telecom Group in 1983 and for the next 11 years worked in management positions in sales, marketing and customer services activities in one of France Telecom's subsidiaries that specialised in electronic information services.

In 1994 he was actively involved in the acquisition of a US based operations and was appointed Vice President for Worldwide marketing & sales for the new company. In this capacity he was in charge of the merger of two companies in the USA and Europe. He also managed operations in Paris, Washington, London, Frankfurt and Sydney and the set up of a large distribution network in more than 20 countries in Europe, South America, the Middle East, Asia and Japan.

In 1995, he was appointed President of a US based subsidiary, Questel.Orbit Inc., with a goal of developing a growing business of professional Online Services.

In 1996 Mr Sultan received the award for The Best Web Site-Legal Product from the American Information Association and later received the Man of the Year award from the Professional Electronic Information Services Community in France.

In 1997, Osman Sultan joined France Telecom Mobiles International (FTMI) as Vice President for Business Development in charge of the Middle East and the Arab World.

That same year he was in charge of putting together the MobiNil consortium bid for a GSM license in Egypt. The consortium succeeded in acquiring 68% of Egyptian Company for Mobile Services.

Osman Sultan holds a Degree in Engineering and has addressed several conferences on Telecommunications and Electronic Information Services, Mobile Telecom and the Internet in the Middle East (Egypt, Lebanon, Morocco, Tunisia, UAE), Japan, the USA and Europe.