

**BMMA Executive Panel - January 24, 2012, 2:00 – 3:30 PM CST**

Tom Cobb, Executive Director Broadband Product Marketing - AT&T ..... 2  
George Chamoun, Executive Vice President, Sales and Marketing and Co-Founder - Synacor ..... 3  
Greg Goodwin, Vice President Home Solutions - TELUS ..... 4  
Brian Pratt, Vice President Business Development - Kindsight ..... 5

**Discussion Leader:**

Tom Cobb, Executive Director Broadband Product Marketing - AT&T  
[www.att.com](http://www.att.com)

**Discussion Leader Biography:**



Tom Cobb is an Executive Director in Broadband Product Marketing with the AT&T Consumer and Mobility Group. He has over 20 years of telecommunications experience, which spans strategy, operations, sales, and marketing.

In his current role Tom is responsible for Consumer Broadband Product long term planning. He also is the broadband marketing lead coordinating regulatory issues.

Tom holds a bachelors degree in Weapons Systems Engineering from the United States Military Academy at West Point, New York; and a Master's degree in Business Administration from Emory University. Tom currently resides in Atlanta, Georgia with his wife and their three children.

**Topic:**

Internet Traffic and Broadband Usage

**Discussion Leader:**

George Chamoun, Executive Vice President, Sales and Marketing and Co-Founder - Synacor

[www.synacor.com](http://www.synacor.com)

**Discussion Leader Biography:**



Executive Vice President of Sales and Marketing for Synacor, George Chamoun, oversees all aspects of the company's customer relations and external communications activities. Chamoun co-founded Synacor in 2000 through the merger of MyPersonal, a portal infrastructure company, with Chek.com, a messaging infrastructure provider based in Buffalo. A co-founder and president of Chek.com, Chamoun was a 1999 recipient the Ernst & Young "Upstate New York Entrepreneur of the Year" award for his accomplishments with the company.

**Topic:**

Broadband's Influence on Mobile and Tablet Devices

**Abstract:**

Broadband connected Mobile and Tablet devices continue to proliferate and their connectivity in the home presents opportunity for the Service Provider. Join Synacor founder and SVP George Chamoun as he discusses how the device's user interface can provide benefit to you while staying out of the IOS and Android battle and associated app development cycles.

**Discussion Leader:**

Greg Goodwin, Vice President - Home Solutions, TELUS

[www.telus.com](http://www.telus.com)

**Discussion Leader Biography:**



As VP Home Solutions, Greg leads TELUS' Marketing team responsible for the \$1.5B consumer TV, internet and home phone business in Alberta and BC.

Greg joined TELUS in 2002 and previously worked in Marketing Intelligence and Mobility Loyalty & Retention. Before TELUS Greg held various marketing and business development roles at Nortel Networks and was a consultant at the Boston Consulting Group. He holds a Bachelor of Engineering from Carleton University and an MBA from the Tuck School of Business at Dartmouth College.

**Topic:**

Greg Goodwin will discuss recent changes in the market that will impact broadband services in addition to challenges he expects TELUS will face in 2012.

**Discussion Leader:**

Brian Pratt, VP Business Development - Kindsight

[www.kindsight.net](http://www.kindsight.net)

**Discussion Leader Biography:**



Brian Pratt is the VP, Business Development for Kindsight where he works with service providers to deploy and launch the Kindsight solution in their networks. With over 20 years of telecom and sales experience, Brian has driven business development and sales activities that resulted in the pioneering first sales and penetration of untapped markets at Meriton Networks, Nexus Telecom, Ascom Zelcom AG and Nortel Networks.

**Topic:** Analyzing Internet Traffic for Malware

**Abstract:**

Malware on the Internet and mobile networks is growing and up to 30 percent of home networks are infected over a 30-day period, as measured by Kindsight Security Labs. This presentation will show how analyzing Internet traffic for malware allows service providers to see the extent and specific types of malware among their subscribers so they may set new policies or take other actions to address these issues. We will use the recent DNSChanger botnet as a case study to see why Internet service providers that can identify infected users will increase customer satisfaction and reduce churn.