

Ed Franklin

Senior Advisor to Virtustream

Ed Franklin has over 25 years experience in building and leading successful global businesses in the areas of telecommunications, infrastructure management and services, software development, and security.

Ed Franklin is a recognized leader in the area of developing global business plans to enable existing enterprises into new areas of technology. He will talk about the Business Drivers for considering the Cloud as an infrastructure alternative in your current IT business model. Ed will define the various options of cloud, describe what is driving global cloud adoption and the business considerations you should be making when moving existing infrastructure into the cloud.

Ed has extensive experience developing business plans and integrating cloud advisory and infrastructure services into an existing IT enterprise that currently is not established in this area of technology. He will speak about how current enterprises should consider the opportunity in this new market and what portion of the IT landscape they might be successful in.

He has directed global marketing efforts for the Asian and International Marketing groups of MCI Communications and created and led the IT Services unit at MCI, later acquired by Verizon Communications. Ed received a prestigious company award at Verizon for the successful integration of Verizon assets when he globalized the business during his tenure.

Ed is now Senior Advisor to Virtustream. He was most recently Executive Vice President, Global Cloud Services with global responsibility for the Cloud Services Practice, including strategy, product development and business development of Virtustream's portfolio of Service Offerings around the Cloud and xStream platforms.

Prior to joining Virtustream, Ed created and led the IT Services organization at MCI, which was later acquired by Verizon, one of the world's largest global communications companies. This organization was established with the IT and Security assets of MCI, along with three key acquisitions in the security, digital media and managed applications space. During Ed's tenure, this unit doubled in size and was expanded globally. The unit established enterprise infrastructure delivery models based on ITIL, with business outcome oriented SLA's.

Ed held successively responsible positions at MCI, including Vice President of Global Accounts, Executive Director of Sales, and Senior Manager of Vertical Marketing and Channels. Ed began his career with ITT Corporation, with roles in Sales and Marketing. Ed has had p/l responsibility for businesses ranging upwards of US \$1 billion per annum.

Ed has been delegate and speaker in numerous Information Technology and Cloud related conferences, seminars, and exhibitions throughout the world.

Ed holds a BS in Business Administration from the University of Delaware, graduating Cum Laude