

**SAMBA NATARAJAN:**

Mr. Samba Natarajan is a Partner at McKinsey & Company based in Singapore, and a leader in McKinsey's telecom and technology practice in the region, with over 10 years of management consulting experience in telecom across North America and Asia. Mr. Natarajan joined McKinsey in the US in 1999, in the New York office. He developed a focus on high tech and telecom companies in North America and later moved to Singapore to develop the practice in Asia, where McKinsey serves 80% of the region's top telecoms companies. He is an expert on mobile payments, Voice over IP and broadband, and has authored many of McKinsey's practice documents on these and other subjects. He has worked with top management teams and regulators in the region on developing high-level strategies, middle-term growth initiatives, pricing, brand-building and other work. He was recently invited to present and moderate at the Inter-Ministerial Forum for Broadband Exchange, involving a panel of 13 ministers of telecoms and several CEOs in Asia, on driving broadband penetration in emerging markets. Before joining McKinsey he worked for Citibank in India, Southeast Asia and the US.

**Academic Background:**

Mr. Samba Natarajan graduated from the Wharton School, University of Pennsylvania in 1999 as a Palmer Scholar and Ford Fellow. He holds a Post Graduate Diploma in Management from the Indian Institute of Management, Ahmedabad and an electrical engineering degree from BITS, Pilani in India.