SQUIRE PATTON BOGGS

Georg Serentschy



Senior Advisor

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About Georg

Dr. Georg Serentschy is a senior advisor in the firm's Public Policy Practice in Brussels, in coordination with the Europe-wide Communications Practice Group. He possesses particular expertise in telecommunications, media and technology, and the postal sector.

He has more than 30 years' experience advising experts in these sectors on strategy, policies, regulatory and spectrum issues, innovation and communication.

Georg is the former CEO (telecommunication and postal) of the Austrian Regulatory Authority for Broadcasting and Telecommunication. While in this role, he served as Chairman of the Body of European Regulators for Electronic Communication (BEREC) in 2012, and Vice-Chairman in both 2011 and 2013. He has also held a coordinating position of the Austrian Competence Center Internet Society (KIG). Previously, Georg served as a Director at Arthur D. Little and CEO of the Austrian Aerospace Company.

Experience

EU/Europe

- Advised a mobile challenger on preparatory strategies for the 5G auction and provided advocacy before the regulator.
- Contributing to advisory work for a leading satellite operator in the area of net neutrality and application of the relevant rules across several jurisdictions.
- Contributing to advisory work for a leading satellite operator on regulatory challenges for the deployment of a new in-flight service across several jurisdictions.
- Contributing to advisory work for a leading satellite operator on spectrum and interference challenges across several jurisdictions.
- Contributed to advisory work for a leading European railway company in the area of in-train connectivity.

- Advised two international telecom operators on merger issues under the EU merger rules and provided advocacy work; analyzed different remedy options and retail price development pre- and post-merger.
- Advised a European system integrator on spectrum issues for smart-grid operations.
- Contributed to advisory work for an industry association on regulatory imbalances between traditional telecom operators and over-the-top players; analyzed possible redress measures and areas of regulatory modernization.
- Advised an international telecom group on a new regulatory strategy.
- Contributed to advisory work for auction design and auction strategies for regulators and operators.
- Contributed to advisory work for an industry association on spectrum policies harmonization across Europe.
- Contributed to the development of a mission statement for an industry association in Europe.
- Providing marketing and sales support for software firms acting in the telecom sector.
- Providing ongoing regulatory and competition analysis for several international clients.
- Advised an international quad-play operator on policy issues across several geographies.

Middle East/North Africa

- Advising a leading Middle East telecom operator for developing and implementing a new broadband strategy.
- Advising a government in a large Middle East country on a new ICT and new regulatory strategy.
- Advising a Middle East telecom operator for developing and implementing a new regulatory strategy.
- Advised a Middle East government on functional separation of the incumbent telecom operator.
- Acted as adviser to a North Africa telecom operator on regulatory strategies and provided advocacy work for ongoing proceedings.
- Acted as an advisor in a national telecom act modernization project in the Middle East; provided international benchmarks and best practices.
- Advising a leading Middle East telecom operator for developing and implementing a new wholesale strategy.
- Contributed to a global benchmarking exercise for a leading Middle East telecom operator to identify the impact of different regulatory regimes; delivered the report “Lessons from Europe”.
- Advising a leading Middle East telecom operator on its regulatory strategy; engaged in meetings with ministry and regulator to discuss international lessons learnt.

North America

- Contributing to advisory work for a global digital company on regulatory issues in Europe, with special focus on spectrum and a broad range of regulatory issues and the implementation of the new European Electronic Communications Code (EECC).
- Contributing to advisory work for a global cloud-service provider on regulatory issues in Europe.
- Provided advocacy work for a North America telecom operator for 5G spectrum auction; derived a set of recommendations based on international best practice.
- Providing regulatory advice and advocacy work for an international satellite operator in particular on net neutrality and spectrum issues.

- Provided in-depth analysis and advocacy work for a North America telecom operator on a Wi-Fi roaming regulation proceeding.
- Provided in-depth analysis and advocacy work for a North America telecom operator on the wireline wholesale regulation; derived a set of recommendations based on the European experience.

Postal

- Contributed to a digitalization project for a major postal services operator in Europe, aiming to expand their operation field from the traditional logistics of physical goods to a more universal operator for physical and digital exchanges in the enterprise, B2C and B2B market segments.
- Worked on the dependence of postal operators on the universal service and the impact of the decline of letter post.
- In the capacity as a regulator for the postal sector in Austria, managed expert teams and worked on typical postal related regulatory proceedings (universal service, affordability of services, retail chain related issues).

ICT/Digital Economy

- Served for two years (2017–2018) as chief consultant for national broadband projects for a leading global ICT solution provider addressing governments and regulators on global scale.
- In former capacity as the head of a national ICT think tank and ongoing as a consultant, managed expert teams and worked on several broadband strategies, national ICT and fiber rollout strategies.

Cybersecurity

- Assisting leading telecom operators and equipment suppliers to secure their global supply chain and to collect international best-practice examples in the area of cybersecurity risk mitigation strategies.

Credentials

Education

- University of Vienna, Ph.D., (Nuclear Physics), 1978

Memberships & Affiliations

Georg holds various prestigious positions in national and international organizations, underlining his high professional recognition:

- Member of the Board of Directors of the International Telecommunications Society (ITS) https://www.itsworld.org/board-of-directors
- Member of the Board of the Austrian Digitalization Agency (DIA) https://www.ffg.at/en
- Member of the Cyber Security Platform Austria (CSP) https://www.digitales.oesterreich.gv.at/cyber-sicherheit-plattform

Expertise

Services

- Public Policy
- Communications

Publications and Speaking Engagements

- Authored articles and gave presentations on the Electronic Communications Code (EECC), a new public policy approach for the telecom industry, socio-economic effects of broadband. More details.

About our firm

One of the world's strongest integrated law firms, providing insight at the point where law, business and government meet. We deliver commercially focused business solutions by combining our legal, lobbying and political capabilities and invaluable connections on the ground to a diverse mix of clients, from long-established leading corporations to emerging businesses, startup visionaries and sovereign nations. More than 1,500 lawyers in over 40 offices across four continents provide unrivaled access to expertise.