

**Besma Kraiem**

Besma Kraiem is Director of Business Development at Portugal Telecom since begin of 2010. Her focus is on Mobile Advertising and Mobile Payment and Cloud Computing; new areas for the telco industry to drive new revenue streams in the consumer and corporate segments.

Before that she was Head of Marketing at Sony Ericsson, based in Germany and responsible for a Global Customer Account operating in eleven European markets. She also worked at the Sony Group in Germany, UK and out of the Headquarter in Japan; in Business Development, Strategy & Planning as well as Global Marketing. She started her professional career as Engineer and Project Manager in Research & Development.

Besma Kraiem, holds a university degree in Electrotechnical Engineering, specialized in Telecommunications, from the Fachhochschule of Nueremberg in Germany. She also has an MBA in International Management from the University of Maastricht, the Netherlands.