

Anton Ivarsson

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Summary

#SS7 #A2P #SMS #SMPP

Hi! I'm Anton!

I'm a telecom enthusiast interested in everything related to mobile networks, A2P (Application-to-Person) SMS and the wholesale messaging community. I'm also very passionate about data (everything from acquiring data, cleaning it and building something beautiful out of it) and learning new technologies.

Professionally I've been both technically and commercially active since 2013, working in the same broader business but for a few different companies, doing a bit of everything. I believe that having a broad understanding of how things work gives you the unique ability to see things that others might not.

Hard Skills

The SMPP protocol & the SS7 stack

Python Programming

Microsoft Office (Excel, MS Access etc) & Google Suite (Google Sheets etc)

Tableau, Kibana

Relational databases & Structured Query Languages (SQL)

Data exploration & analysis: Pandas, NumPy

Gathering useful information (building custom web scrapers, extracting information from excel/txt/csv/[filetype] - files programmatically)

Data visualisation: Matplotlib, Plottly, Streamlit etc

Natural language processing: NLTK

Front-end frameworks: VueJS, Flask

Automation

✓# 10 Years experience working with/or for Mobile Network Operators in technology companies

✓# Good understanding of mobile networks, the SS7 stack and mobile operator elements

✓# Excellent at troubleshooting and finding insightful data and a way to share it with others

I wish to continue developing my toolkit and contact network, both professionally and personally and I'm very excited about experiencing tomorrow's technology.

Personally I spend a lot of time exploring & playing around with new technologies and I blow off steam by aggressive inline skating, speed typing and playing online games.

Keywords: SS7, SMPP, HTTPS, A2P & P2P, Routing & Procurement strategy, Business Development, Financial Analyst, Revenue Manager, SQL, Python, Data Analyst, Connectivity, SMS, Carrier Business, Quality Assurance & Monitoring, Business Intelligence, HUB management, Databases

Experience



Head of Signalling

Adeo Telecom

Oct 2023 - Present (5 months)

- A2P SMS Messaging Strategy: Develop and implement strategies for Application-to-Person (A2P) SMS messaging, optimizing yield management and revenue management.
- SS7 Stack Optimization: Utilise expertise in SS7 stack optimization to enhance network efficiency.
- Increase Coverage: Work towards expanding the network coverage to reach a wider audience.
- Carrier Relations: Foster and manage strong relationships with carriers, ensuring smooth operations and maximising coverage.
- Business Development: Identify and pursue opportunities for business expansion and growth in the A2P SMS industry.
- Commercial Way Forward: Contribute to the development of commercial strategies to drive the Company's success.



Routing Manager, Tele2 Group

Tele2

Mar 2023 - Aug 2023 (6 months)

- Develop and support new and existing products to maximize quality, profitability and revenue.
- Determine the pricing strategy and positioning of the product line, locally and globally.
- Collaborate with the messaging team and partners/suppliers to ensure best offerings for Tele2 partners and assure smooth day-to-day system operations.
- Test/implement supplier routes, and review cost/supplier changes to make corresponding routing decisions.
- Prepare and distribute reports on trends and new opportunities that arise.
- Collect, process and analyze data to identify cost-saving and quality improvement opportunities.
- Engage frequently with Account Managers to help build up traffic and support the sales team by providing relevant data and recommendations.
- Improving the routing quality, resulting in increased customer satisfaction and reduced churn rate.
- Successfully formulating pricing strategies that is boosting product quality, profitability and revenue.
- Automating pricelist format conversion and upload, resulting in reduced manual labor and errors.
- Implementing quality assurance processes and procedures that improves product quality and reliability.
- Maintaining strong supplier relationships that enables fast escalation and resolution of routing failures.
- Conducting in-depth traffic analysis that leads to the discovery of new revenue opportunities.
- Playing a key role in developing and launching new products that meets partner needs and expectations.
- Collaborating with cross-functional teams to deliver outstanding service to partners and drive business growth.



Yield Manager

Twilio

Jan 2021 - Dec 2022 (2 years)



Messaging Specialist

Twilio

Oct 2020 - Dec 2022 (2 years 3 months)

Optimising routing and procurement decisions within Twilio's strategic, wholesale and OTT customer base.



Manager, Routing & Product

Sipstatus

Feb 2020 - Oct 2020 (9 months)

Cooking something great on the SMS side of Sipstatus.



CTO

Soatso

Jul 2019 - Jan 2020 (7 months)

Soatso provides reach for providers, excelling in mutual success and long term relations. We have an incredible toolbox to maximize reach and longevity with a team designed to be streamlined and agile.



Business Development Director, SMS

Calltrade Carrier Services AG

Mar 2017 - Jul 2019 (2 years 5 months)



Routing Manager, International Carrier Business & A2P

Tele2

Oct 2016 - Mar 2017 (6 months)

- Creation and maintenance of A2P products
- Implementation of routing strategies
- Maintaining A2P- & P2P-routing tables
- HUB management
- Route quality assurance & traffic flow monitoring
- Price and cost management



Financial SMS Analyst, International Carrier Business & A2P

Tele2

Apr 2016 - Oct 2016 (7 months)

- Developing, maintaining and improving Business Intelligence tools
- Performing analysis on data to get an overview of the business as input to different stakeholders
- Working closely with the different Tele2 countries, sharing domain knowledge and exchanging local specific expertise
- Centrally active within projects that affects A2P & P2P SMS business
- Database migration and management. Migrating from MS Access databases to MySQL



Support Technician

Bosbec

Jan 2015 - Apr 2016 (1 year 4 months)

- Created a support function, sustainable procedures and support workflows

- Procured the messaging services by signing contracts with operators and suppliers to face troubled markets
- Negotiated and communicated with suppliers to keep the routing optimized, stabilized and as profitable as possible
- Took care of the project management for delivering workflow solutions to customers
- Worked in a smaller dynamic team, all contributing to developing a flexible API to power businesses' workflows



Routing Officer

Fortytwo.

Apr 2014 - Jan 2015 (10 months)

- Optimized in-house routing systems, wholesale products and tailor-made solutions
- Monitored and maintained SMS-MT, SMS-MO and Number Lookup Services
- Set up, tested and troubleshooted new providers, connections and routes
- Acted as a bridge between the Technical Department and the Commercial Department
- Made sure the A2P products were as stable and profitable as possible
- Conducted price and market research
- "On-Call" for emergencies to ensure quality regardless of the hour



Sales Executive

Fortytwo.

Jan 2014 - Apr 2014 (4 months)

- Account managed ~300 Swedish clients, mainly enterprise customers
- Managed a handful of international key accounts
- Set up and maintained the SMS-MO numbers



Customer Support Representative

Fortytwo.

Jul 2013 - Jan 2014 (7 months)

- First line support for multiple A2P SMS and HLR products, both internal and external. Assisting clients via email, instant messaging and telephone in a very high pace
- Analyzed operator information to keep the system up-to-date
- Monitored SMS MT and MO traffic flows and escalated irregularities internally and externally
- Documented valuable information and procedures
- Shift work in a dynamic team

Skills

Fraud Prevention • Signaling System 7 (SS7) • Yield Management • Revenue Management • Data Analytics • Strategy • Customer Support • Networking • Business Strategy • Microsoft Office