



### Stefan Rust, CEO of Exicon Ltd

- With over 20 years' experience in the software, mobile and Internet industries. His areas of expertise are Mobile, Software, Developer Programs and Communities.
- Stefan is also a founding member and the Chairman Emeritus of Mobile Entertainment Forum (MEF) as well as being identified 2 years in a row as one of the top 50 Global Mobile Entertainment Executives by 'Mobile Entertainment' magazine. He is also a founding advisor to Music Matters, Asia's premier music industry event.
- Before joining Exicon, Stefan was Head of Strategic Planning for Web 2.0 and Communication Industries at Sun Microsystems and played key roles in Corporate Development and Strategic Marketing during 7 years at Sun Microsystems Inc. in Mobile, Web 2.0 and Communication Industries. Prior to that he worked at Lucent and Siemens.
- In addition to large technology company experience, he was co-founder of Xin De Telecom in Beijing building 4 mobile Networks in 4 different cities across China with China Unicom. He has also worked for entrepreneurial organizations, such as the European Business Channel at Limelight Studios as well as a number of start-ups around the world.
- As a contributor to the greater digital community Stefan remains engaged with various industry organizations and start-ups around the world. He has spoken at several events and has been featured in numerous publications.
- He is a World Masters Swimmer in the 50, 100, 200m Butterfly and 400 IM events.
- Born and bred in China Stefan speaks Mandarin, German, French

### Speaking Engagements



**Date:** November 2012

**Title of event:** AVCJ Private Equity & Venture Forum 2012, Hong Kong

**Topic:** Can venture capital propel Asian innovation to new heights?

**Tags:** venture capital, entrepreneurs, innovation

**Link:** <http://www.avcjforum.com/programme/investmentsummit>

#### **Talk to me!**

Stefan Rust **Email:** [stefan@exiconglobal.com](mailto:stefan@exiconglobal.com) **Tel:** Hong Kong +852 9196 6691 US: +1 (650) 283 8651

**Skype:** srust99



**Date:** November 2012

**Title of Event:** World Travel Market 2012, Excel London

**Topic:** Going Mobile

**Tags:** mobile, apps, mobility strategy

**Link:** <http://www.wtmlondon.com/page.cfm/Action=Visitor/VisitorID=25586>



**Date:** May 2012

**Title of Event:** Music matters 2012, Singapore/Hong Kong

**Link:** <http://www.allthatmatters.asia/music/2012/speakers/>



**Date:** March 2012

**Title of Event:** Enterprise Mobility Forum 2012 – Hong Kong

**Topic:** Managing the shift to the mobile enterprise

**Tags:** mobile, enterprise

**Link:**

<http://mobility.questevents.net/2012/hk/speakers/stefan-rust>



**Date:** Feb 2012

**Title of Event:** Mobile World Congress 2012, Barcelona

**Topic:** Decoding the Future of Mobile Marketing and Enterprise Mobility

**Tags:** m-payments

**Link:** <http://mobileworldcongress.com/2012-highlights/>



**Date:** June 2012

**Title of Event:** Rutberg 2011 – San Francisco

**Link:** <http://www.rutbergco.com/conferences/future-mobile-2011/speakers.html>



**Date:** June 2012

**Title of Event:** Uplinq, 2011 – San Diego

**Topic:** Why Mobile Matters to Consumer Brands: the Brand's Perspective

**Tags:** brands, mobile, smartphones

**Link:** <https://www.uplinq.com/2011/speaker/stefan-rust>



**Date:** October 2011

**Title of Event:** Mobile Monday Hong Kong

**Topic:** The connected city – using the cloud to extend services to mobile devices

**Tags:** LBS, mobile devices, cloud

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Link: <http://www.momohongkong.com/2011/10/join-mobile-monday-hks-networking-event-on-october-24th/>



**Date:** February 2010

**Title of Event:** Mobile World Congress 2010, Barcelona

**Topic:** Mobile Applications – Innovation vs. Fragmentation

**Tags:** mobile, apps



**Date:** December 2008

**Title of Event:** Mobile Asia Congress, Hong Kong 2008

**Link:**

[http://www.telecomtv.com/groupdetail\\_videoDetail.aspx?v=3340&id=ef454a12-4591-45b7-89fb-f8ca5b3932d7](http://www.telecomtv.com/groupdetail_videoDetail.aspx?v=3340&id=ef454a12-4591-45b7-89fb-f8ca5b3932d7)



**Date:** March 2007

**Title of Event:** Mobile Content Australia 2007 Summit – Sydney

**Topic:** Industry experts track demand for mobile content at Sydney Conference

**Tags:** mobile content

**Link:**

[http://www.amta.org.au/articles/amta/Industry.experts.track.demand.for.mobile.c  
ontent.at.Sydney.conference](http://www.amta.org.au/articles/amta/Industry.experts.track.demand.for.mobile.content.at.Sydney.conference)



**Date:** March 2007

**Title of Event:** CASBAA 2006 – Hong Kong

**Topic:** Tech rocks Casbaa, New media's the focus, but old still gold

**Tags:**

**Link:** <http://www.variety.com/article/VR1117953266/?refCatId=14>

### Featured In...



**Date:** December 2012

**Publication:** Mashable

**Topic:** Is it worth it to build an NFC App right now?

**Tags:** NFC, mobile, m-payments

**Link:** <http://mashable.com/2012/12/12/build-nfc-app/>



**Date:** Jan 2012

**Publication:** IDC

**Title:** IDC: Buyer Conversation: Exicon's Platform and Services for Managing the Mobile App Life Cycle

**Link:**

<http://www.idc.com/getdoc.jsp?containerId=AP3053112T>

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**Date:** Mar 2007

**Publication:** Marketing-Interactive

**Title:** Marketing Interactive – There Is Money In Mobile But Obstacles Need To Be Tackled First

**Link:** <http://www.marketing-interactive.com/news/425>



**Date:** Feb 2007

**Publication:** Charged: The Business and Lifestyle of Mobile in Asia

**Title:** Skate to where the puck is going to be, not to where it's been

**Link:** [www.charged.mobi](http://www.charged.mobi)



**Date:** Sept 2004

**Publication:** Financial Times

**Topic:** Mobile Content Provider See Clearer Picture

**Link:** <http://www.ft.com/intl/cms/s/1/5180f052-0033-11d9-ad31-00000e2511c8.html#axzz1wWbuWlt0>

### Videos



**Date:** Nov 2012

**Title:** World Travel Market, Going Mobile

**Link:**

<http://www.youtube.com/watch?v=N84wdO2q2wU&feature=plcp>



**Date:** Aug 2011

**Title:** Mobile Matters

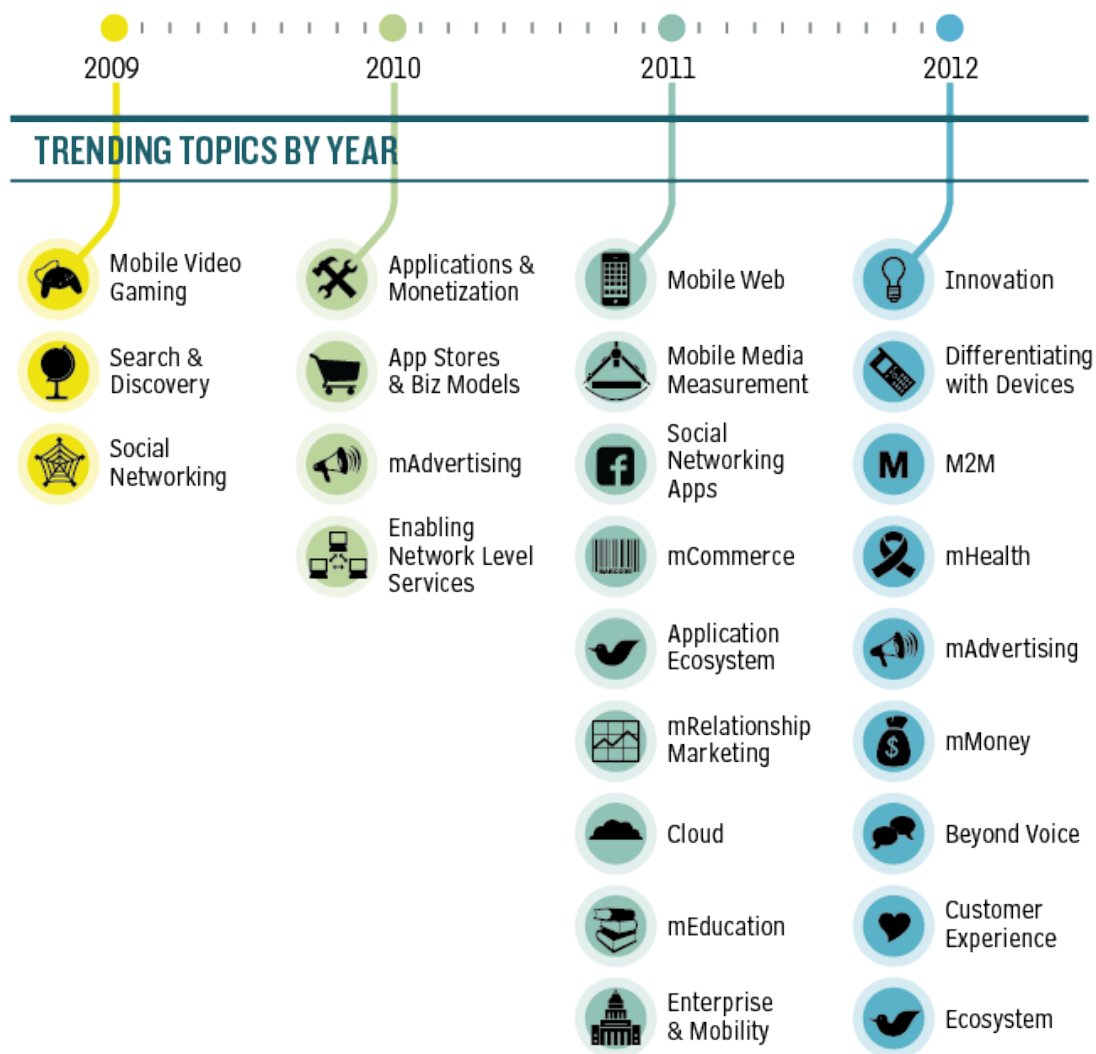
**Link:** <http://www.youtube.com/watch?v=AFKOeOQ9k5U>

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***Trending Topics covered by Stefan over the past 4 years...***



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