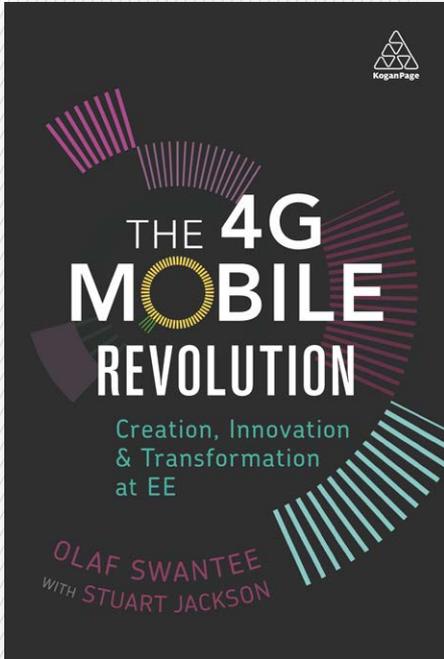


NEW BOOK

The inside story of creation, innovation and transformation at EE

FORMER CEO OF EE REVEALS THE LESSONS TO TAKE AWAY FROM THE MERGER OF ORANGE AND T-MOBILE THAT LED THE 4G MOBILE REVOLUTION



The 4G Mobile Revolution – Creation, innovation and transformation at EE by Olaf Swantee and Stuart Jackson is out now, published by **Kogan Page**, priced £19.99.

ABOUT THE AUTHORS

Olaf Swantee led the team that launched **EE**. He was an Executive Vice President at **Orange Group** before taking the reins at the UK company formed by the joint venture between **Orange** and **T-Mobile**. Prior to joining the telecommunications industry, he worked for **Hewlett-Packard** and **Compaq**, and is now CEO of Swiss Telecoms company **Sunrise**. Stuart Jackson led the communications team at **EE** before running the CEO's office. He is now Vice President of Communications for **Nissan** in Europe.

The merger of **Orange** and **T-Mobile** to create the **EE** brand is one of the most successful joint venture projects in UK business history. It brought together two of the highest profile telecoms companies in secret, created the infrastructure for a superfast 4G network that would signal the start of a whole new mobile era and designed a visionary new brand identity for a company that would go on to be sold to **BT** for £12.5 billion.

The extraordinary inside story of the creation, innovation and transformation at **EE** is now revealed for the first time by the CEO that lead the project, Olaf Swantee. His new book, *The 4G Mobile Revolution*, not only charts the dramatic ups and downs of transforming two major mobile brands into a single company that promises 'Everything Everywhere', but also provides practical leadership lessons for navigating change that anyone in business can take away from the incredible journey.

Olaf Swantee is one of the UK's most successful CEOs of the last decade. He was Executive Vice President at **Orange Group** before taking the reins to lead the joint venture between **Orange** and **T-Mobile** and has built a reputation for

his dynamic leadership style. His co-author, Stuart Jackson, also played a pivotal role in the project, leading the communications team for **EE**. Together these two central characters of the project narrate the story in a candid and insightful way that offers a peek behind the curtain of the **EE** launch.

The extraordinary achievement of taking two businesses with a combined value to £8.5 billion and transforming them into one worth £12.5 billion just five years later would not have been possible without the buy-in of thousands of employees. This required inspirational leadership, a motivating purpose, a keen sense of brand identity, a culture of innovation, a willingness to break the status quo and a truly collaborative team, and these are the key themes explored in the book. By sharing the story of their own experiences, successes and mistakes, the authors provide valuable lessons that anyone with an interest in business will find useful.

The 4G Mobile Revolution is dedicated to all **EE** employees who helped create the company, and as such, all Olaf Swantee's proceeds from the book will go to a charity selected by **EE** staff.

EXCLUSIVE ARTICLES AND INTERVIEWS AVAILABLE



OLAF SWANTEE



STUART JACKSON

Both Olaf Swantee and Stuart Jackson are highly experienced and engaging speakers. They are available for interview and comment on a range of topics around the book, including:

— Transformational leaders: The characteristics shared by the people who have led some of the most successful business transformations

— Sleeping with the enemy: How to avoid the many pitfalls that cause 60% of joint ventures to fail

— How to build a team that matches the ambition of your company

— Creating a brand: Top tips to get it right

— Sales is a science: How to transform a sales function to drive your business forward