

Arun Bansal

Head of Region Southeast Asia and Oceania

Incoming Head of Business Unit Radio



As of July 1, 2014, Arun Bansal is appointed Senior Vice President and Head of Business Unit Radio at Ericsson. He is currently Head of Region Southeast Asia and Oceania (RASO).

Bansal joined Ericsson in 1995 and has led the RASO region since 2010. With around 4000 employees, the region spans 41 countries across Southeast Asia, Pacific Islands, Australia, and New Zealand. In 2012, under his leadership, Ericsson re-entered Myanmar, and in 2014 announced the first contract for a nationwide deployment of mobile network equipment and Managed Services.

Prior to leading Southeast Asia and Oceania, Bansal held Country Manager roles in Indonesia and Bangladesh. As head of Bangladesh he was responsible for setting up the local company and developing it to become a key market in the region. He was also responsible for establishing the world's first Managed Capacity operation with the operator Bharti in India.

Arun Bansal brings with him a wealth of commercial and sales experience gained from roles in Malaysia, Sweden, the USA and India. He holds a degree in Bachelor of Engineering (Electronics) and a Post Graduate Diploma in Marketing, both from India. He is married with two daughters.

FOR FURTHER INFORMATION, PLEASE CONTACT

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