



Andy Tao

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Andy Tao is the Vice Director, Senior Consultant for NRI, Telecom Team based in Shanghai. He is experienced in telecommunications marketing management and planning, telecommunications product concept generation and development. He also has solid knowledge in bundle and promotion, channel planning and management.

Andy is the project leader for a leading carrier in mobile business strategy, leading wireless carrier in WCDMA and TD-SCDMA industry benchmark research and enterprise client service brand building. He is also responsible for a leading carrier province branch 3G potential consumer research and prepaid SIM churn survey and customer retention.

Prior to joining the NRI, Andy was the Senior Consulting Manager for TMNG Global from 2007-2012 and before that worked for five years in Marketing Department of Shanghai Unicom. Andy is the author of China's best seller "Nation of Mobile".

陶旭骏（Andy Tao）现任职于野村综研（上海）咨询有限公司，任通信战略部副总监。在电信行业产品规划、融合业务、营销、渠道规划及管理等方面具备丰富经验。

领导执行过领先运营商的移动业务策略制定、3G/4G 行业标杆研究、渠道改革及完善、移动互联网业务战略规划等诸多项目。

此外，在任职于运营商期间曾参与推进与维珍移动的合作试点项目，在 MVNO 领域具备丰富经验。

在野村综研（上海）咨询有限公司前，2007 年-2012 年曾任 TMNG 高级咨询经理，在此之前在上海联通市场部任职五年。

依据丰富行业经验，参与执笔中国移动互联网领域最畅销书之一：“移动的帝国 - 日本移动互联网兴衰启示录”。