

CHRIS BIERBAUM

General Manager, Mobile Commerce,

Sprint Nextel Corporation

Overland Park, Kan.

Mr. Bierbaum is general manager of mobile commerce at Sprint and has led this group since 2002. He has been involved in the telecommunications industry since 1997, serving in financial, strategy, corporate finance, and innovation and product development positions with Sprint Nextel.

Mr. Bierbaum has served as Sprint's representative to several organizations, including the Massachusetts Institute of Technology Media Lab, and has been on the board of directors of the Mobile Payment Forum and a mobile commerce startup. He currently represents Sprint with the Near Field Communication (NFC) Forum and GlobalPlatform. Mr. Bierbaum led the team that launched two industry-first NFC trials in the United States. Mr. Bierbaum also represented Sprint for three years as the Head of Product & Technology Development and Information Technology for ISIS Mobile.

Before joining Sprint, he held senior positions at Koch Industries, ConAgra and several investment banking firms in New York.