
The BMO Capital Markets 10th Annual MEDIA & TELECOM CONFERENCE



Rogers Communications Inc.



Rob Bruce
President, Rogers Wireless

As President, Rob Bruce has the overarching responsibility to deliver profitable growth in all areas of Rogers Wireless business for the Rogers Wireless and Fido brands.

Since becoming President in May 2005, Rob has led exponential growth in revenues, subscribers, network technology and coverage, and the diversity of innovative wireless products, services and applications offered to customers. Recent highlights include confirmation of the wireless network as Canada's Most Reliable Wireless Network and the national launch of customer services on Rogers' next generation 3G High Speed Packet Access (HSPA) network.

Rob brings a unique diversity of marketing and operational expertise to the position of President. He first joined Rogers Wireless in September 2001 as Executive Vice President and Chief Marketing Officer. In this role, he oversaw all areas of marketing including customer base management, acquisition and retention, and brand communications. During that time, he also held the title of President, Wireless Data Services, overseeing the successful launch of Rogers Wireless' transition to a GSM/GPRS network.

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Prior to joining Rogers Wireless, Rob was Senior Vice President of Marketing at Bell Mobility. Rob has held executive operating and marketing positions in a variety of companies, including Pepsi-Cola Canada Beverages Inc., Oshawa Foods and Warner Lambert.

Based at Rogers Wireless' executive offices in Toronto, Ontario, Rob holds an MBA from Queen's University and a Master of Science degree from the University of Waterloo. He sits on the Board of the Canadian Marketing Association and the Queen's University MBA Advisory Board as well as the Boards of Wireless Payment Services Inc. and the Canadian Wireless Telecommunications Association.