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# The BMO Capital Markets 10<sup>th</sup> Annual MEDIA & TELECOM CONFERENCE



## Public Mobile

Alek Krstajic  
CEO

As a longtime leader in the Canadian Internet, cable and wireless markets, Alek Krstajic brings years of experience and competitive insight to the role of Chief Executive Officer at Public Mobile.

Prior to joining Public Mobile in 2008, Krstajic served in senior roles at Canada's largest communications companies, holding executive roles at both Bell Canada and Rogers Cable Inc.

In 2005, Krstajic was appointed as President of Bell Mobility Inc. and Bell Distribution Inc., with responsibility for the direction and market leadership turnaround of Canada's premier full-service wireless company, which at the time had \$4 billion in revenue and 5.5 million customers. Prior to taking that position, Krstajic served as Bell Canada's Chief Marketing Officer, a role that allowed him to drive the revenue side of Bell's consumer business that had revenue of more than \$8 billion. In this position, Krstajic helped lead new product development, and oversaw key BCE Inc. consumer businesses, including Bell Canada, Bell Mobility, Bell Expressvu and Bell Sympatico.

Following his leadership position at Bell Mobility, Krstajic took an entrepreneurial role, creating Bell Vanguard Inc., which he developed until December 31, 2006. Vanguard was responsible for creating a low cost operating model for BCE Inc. and exploring international opportunities in wireless and VoIP.

Prior to joining Bell in July 2003, Krstajic was a senior executive at Rogers Cable Inc., where he held various senior management roles including Senior Vice-President, Sales and Marketing; Vice President and General Manager, Rogers@Home; Vice-President and General Manager, Rogers CanGuard Inc.; General Sales Manager of Western Canada; and, Director of Sales, Emerging Technologies.

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Prior to joining Rogers, Krstajic's career included various management positions in the communications, financial and interactive multi-media industries. Krstajic began his career in the Canadian Armed Forces as part of their Regular Officer Training Program, graduating with a degree in economics from the University of Toronto. Upon graduating, he joined Motorola Cellular where he spent six years. In 2002, he was named to Caldwell Partners' Canada's Top 40 Under 40 which recognized him as one of the most influential young leaders in Canada. Krstajic is a director on a number of boards of both public and private companies.