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



## Public Mobile

Bruce Kirby  
VP, Strategy & Business Development

With 10 years experience in Canada's telecommunications industry, Bruce Kirby brings a great deal of insight and thought leadership to his role as Vice President, Strategy and Business Development at Public Mobile.

Prior to joining Public Mobile, Kirby served in a variety of finance and strategy roles within BCE Inc. and Bell Canada. Most recently, Kirby was VP, Finance and CFO of Bell Vanguard Inc. Vanguard was responsible for creating a low cost operating model for BCE and exploring international opportunities in wireless and VoIP.

Prior to founding Vanguard, Kirby led the financial and strategic planning team for Bell ExpressVu, Canada's largest direct-to-home satellite television service. He also played a key role in the corporate strategy team for BCE Inc. and was responsible for regulatory and public policy issues for BCE Emergis.

In addition to his work in telecommunications, Kirby has served as a strategy, market research and public policy consultant, working for a variety of financial services and technology clients. This included creating the first subscription-based web service addressing financial services policy in Canada.

Kirby holds a M.A. in Political Science from Syracuse University, as well as a B.Sc. in Computer Science from Dalhousie University. Kirby has also done graduate work in Management Science and Computer Science at the University of Texas and the University of Waterloo.