



BLUETOOTH SIG LEADERS

Michael Foley, Ph.D., Executive Director, Bluetooth SIG

Dr. Michael (Mike) Foley is the Executive Director of the Bluetooth Special Interest Group (SIG). Dr. Foley joined the SIG in March 2004 as the Executive Director. He is responsible for guiding the qualification and interoperability programs, promotion of the technology, the specification publications, and the long-term roadmap of *Bluetooth* wireless technology.

Dr. Foley previously worked with *Bluetooth* wireless technology and other wireless technologies as a senior wireless architect with Microsoft. While there, he played a pivotal role in the creation and development of the wireless desktop vision and 802.11. Dr. Foley also helped shape the *Bluetooth* standard from its inception, as a SIG Board Member, and later Chairman of the Board from 2002 to 2003.

Under Dr. Foley's direction, *Bluetooth* technology has experienced phenomenal growth and consumer acceptance. Since his arrival at the helm of the Bluetooth SIG, he has pushed through an ambitious roadmap, demanding substantial improvements in interoperability and security. Dr. Foley also facilitated and guided the Bluetooth SIG partnership with the WiMedia alliance, solidifying a place for *Bluetooth* wireless technology in the wireless PAN of the future. In 2007, Dr. Foley was awarded the Telematics Leadership Award for achievements and innovation in the telematics market with *Bluetooth* wireless technology and was called on by *The Today Show* to speak as an expert on Bluetooth security.

Foley holds a Ph.D. in Electrical Engineering from Arizona State University, a Masters degree from Arizona State University and a Bachelor of Science degree in Electrical Engineering from the University of Iowa.

Anders Edlund, Marketing Director, EMEA, Bluetooth SIG

Anders Edlund joined the Bluetooth SIG as Marketing Director in August 2002. In this role, he is responsible for improving marketing activities, as well as assuring that the technology is accurately, consistently and increasingly communicated to Bluetooth SIG members and end users.

Edlund previously worked at Ericsson, where he led the formation of the Bluetooth SIG and played a key role in the initial organization and launch of the technology.

In addition to his business, product management, and marketing experience, Edlund brings technical expertise that includes a degree in Electrical Engineering and work in the fields of satellite communication and computing science.

Kevin Keating, Senior Marketing Manager, US, Bluetooth SIG

Kevin Keating is the Senior Marketing Manager of the Bluetooth Special Interest Group (SIG). Keating joined the SIG in November 2006 and is responsible for leading the US global marketing team and coordinating global marketing programs.

Before joining the SIG, Keating was an account director at Waggener Edstrom Worldwide where helped lead the business development team and managed Web 2.0 and wireless accounts. Prior to his position at Waggener Edstrom, he was a technology communications manager at Motorola and part of the company's global marketing and communications team.



An expert in wireless, high tech and mobile content, Keating is also a veteran journalist, speech writer, former freelancer for Reuters and bureau chief for the *Spokesman-Review* in Spokane, WA. He has won numerous awards, including a nomination for a Pulitzer Prize and the *Seattle Times* Blethen Award.

Eric Schneider, Marketing Director, APAC, Bluetooth SIG

Eric Schneider serves as Marketing Director for the Bluetooth SIG. Schneider joined the Bluetooth SIG in 2002, managing global and North American marketing. In 2004, Schneider relocated to Hong Kong and established a Bluetooth SIG APAC headquarters to better serve the needs of the growing APAC Bluetooth SIG membership. Schneider works with the SIG's Asian members to promote the development and adoption of *Bluetooth* wireless technology. He also works closely with members and Asia Pacific governments and regional organizations to further develop *Bluetooth* applications and products, giving Asian companies added technological advantages in the global technology marketplace.

Schneider has significant wireless technology experience, having previously worked on the network side at US telecommunications company, Sprint Corp., in its PCS wireless telephony division and on the wireless hardware side at Motorola in global product marketing for the Mobile Devices division.