



Ms Gulistan Ladha

Gulistan joined the GSMA in 2021. As Director, Consumer Policy she engages on consumer-protection issues bringing together GSMA members, governments, regulators and civil society to build consensus on mobile industry approaches and global policy positions.

With over 25 years in the tech and telecoms industry, Gulistan worked for Xerox and Dell EMEA, then joined One2One, T-Mobile, EE and BT where she was based in the Regulatory and Public Policy teams. She led discussions UK Government, Ofcom and other regulators including the Information Commissioners Office (ICO), Payment Services Regulator (PSR), Phone-paid Services Authority (PSA), and consumer organisations to develop and shape policy in the telecoms sector. Gulistan was responsible for negotiating changes to the regulatory frameworks as they were developed and managed the internal compliance and implementation of the consumer policy aspects of the EU Directives into UK law through the Communications Act and General Conditions of Entitlement. Gulistan collaborated with mobile operators and service providers to develop co-regulatory industry codes of practice and was regulatory lead in areas such as network security and resilience, emergency services, cell broadcast, mobile number portability, CLI, spend caps, and the launches of various handset devices as well as 3G and 4G/LTE.

Prior to joining the GSMA, Gulistan was policy lead at the Broadband Stakeholder Group (now called the Digital Connectivity Forum) where she facilitated policy discussions across its diverse membership, making evidence-based recommendations to Government, regulators and industry.