



MR. TIAGO RODRIGUES

CEO

Tiago Rodrigues is the CEO of the [Wireless Broadband Alliance \(WBA\)](#). Tiago is responsible for leading the overall strategy, together with the WBA Board, and the operational planning for the WBA. As well as overseeing the day to day management, Tiago takes a leadership role in understanding industry challenges and working with membership to agree the key focus areas and programs that need to be developed to ensure the wireless industry optimises market opportunities for Wi-Fi and works to resolve any business issues that impede the success of the industry overall.

Before he joined the WBA, Tiago spent 15 years at the Portugal Telecom Group. In his previous role as Head of Business Innovation, he collaborated with various departments within the company to identify and develop new business opportunities. Prior to this, he managed the Public Wi-Fi sector of Portugal Telecom Group where he was responsible for service management, development, strategy and internationalisation of the Wi-Fi service. He was also involved in strategic marketing, regulatory affairs, pricing, product development and roaming.

Tiago holds an M.Sc. in Economics and Management of Science and Technology, and a degree in Business Administration from the Higher Institute of Economics and Management at The Technical University of Lisbon. He also has a BA. Honors Degree in Business Administration from Humberside University, UK.