

Bio: Michael Bjärhov, Director of Government & Industry Relations, Asia Pacific based at Ericsson in Kuala Lumpur, Malaysia



Michael Bjärhov has over 30 years of international experience from various management positions, in the IT as well as the telecom industry.

In the 80-ties he was responsible for the Data Communication research & development unit at Philips Data Systems.

In the early 90-ties he was responsible for the Retail Banking Application development at Business Center Financial Industries, Digital Equipment

In the mid-90-ties he moved to Ericsson where he created and established the international In-building organization which designs and installs solutions for radio coverage in various indoor environments.

In the early 2000 he was responsible for the Technical Sales Support unit in Kuala Lumpur supporting the Asia Pacific region.

From 2003 to 2007 Michael Bjärhov was managing different Ericsson initiatives to address the challenges of increased mobile voice and data penetration in developing markets. During this period the interest in regulatory challenges was created.

His current position is Director of Government & Industry Relations, Asia Pacific based at Ericsson in Kuala Lumpur, Malaysia.