

## News Release

September 11, 2017

### **BandwidthX Appoints Sven Seuken as Chief Economist**

*Prof. Seuken's appointment underlines the importance of market design in BxMarket*

CARLSBAD, Calif. – [BandwidthX](#), the operator of the cloud-based mobile data market, today announces Prof. Sven Seuken as its Chief Economist. Professor Seuken is one of the world's experts in electronic market design. He is a tenured Associate Professor of Computation and Economics at the University of Zurich in Switzerland where he supervises a team of seven PhD students and Postdocs, conducting research on market design topics. At BandwidthX, Professor Seuken enjoys a broad mandate including the design and analysis of market mechanisms and trading rules to drive new efficiencies in BxMarket. The appointment comes at an exciting moment as BandwidthX is expanding its platform across various data networks and global offerings.

Professor Seuken holds a PhD in Computer Science from Harvard University. Since 2006, he has been conducting research on electronic market design. His main focus lies on designing marketplaces with complex combinatorial constraints. Applications he has worked on include peer-to-peer backup markets, electricity markets, matching markets, spectrum auctions, data markets, financial markets, cloud computing markets, and bandwidth markets. Prof. Seuken has received several awards, including a Google Faculty Research Award, a Microsoft Research PhD Fellowship, and a Fulbright Fellowship.

"Sven is a true expert in market design and electronic markets, and we are very pleased to have him on the team," says Pertti Visuri, BandwidthX CEO. "As BxMarket continues to grow into a larger pool of mobile data network types and services, Sven's deep knowledge and guidance will be instrumental to our market design."

"I am pleased to see Sven's appointment as Chief Economist at BandwidthX. We have worked together on market design ever since I was on his PhD dissertation committee at Harvard," says Nobel Prize winner Professor Alvin Roth, a member of the BandwidthX Advisory Board. "He brings a unique combination of Economics and Computer Science to our team, and I look forward to continuing our cooperation."



BandwidthX operates an advanced connection management service and a cloud-based market, BxMarket, where both Mobile Operators and Network Service Providers can define their value for data capacity in real time and are automatically matched when their values align. The business-to-business solution enables Mobile Operators to precisely meet data demand by buying unused data capacity from Network Service Providers. BandwidthX has solved the two key issues in utilizing excess capacity in mobile data networks: making sure that every automated connection improves the end user's experience and providing the mobile operator effective control of how and what data is used. BxMarket brings savings for Mobile Operators, new revenue streams for Network Service Providers, and better service for end-users.

"I'm very excited to be a part of the BandwidthX team. BxMarket is transforming the mobile data industry with its offering. The market allows the participants to trade in an automated way, while at the same time giving them precise control over their data usage and network access through a sophisticated market algorithm," says Prof. Seuken. "Through BandwidthX's market mechanism we can apply the power of market design to very significant real world issues and create more value for everyone involved."

For further information about BandwidthX and its solution, visit <http://bandwidthx.com> or follow @BandwidthX on Twitter.

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### **About BandwidthX**

BandwidthX operates an advanced connection management service and a cloud-based marketplace where both Mobile Operators and Network Service Providers can define their value for data capacity in real time and are automatically matched when their values align. BxMarket gives the Mobile Operators incremental data capacity at lower cost, while allowing the Network Service Providers to profit from new revenue streams from their underutilized data networks. With this new form of micro-commerce, everyone in the mobile data ecosystem wins: from Mobile Operators and Network Service Providers to equipment and software vendors, aggregators and financial clearing companies and, of course, the end user of the device. Learn more about BandwidthX at <http://www.bandwidthx.com>.

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