



**Bill Bien
Executive Director
Strategy & Business Development
Biography**

Bill Bien is Executive Director of Strategy and Business Development for Telstra Enterprise and Government, leading a team of 100 people. The marketing, communications and strategy teams are responsible for delivering integrated strategic marketing and communications campaigns covering all aspects of industry marketing, marketing program and advertising, industry business development, product marketing, communications and campaigns, executive communications, public affairs, strategy, business development and partnership alliances.

Bill joined Telstra Corporation in 2007, when he was appointed to Executive Director, Corporate Strategy. During this tenure, he was responsible for the development of Telstra's corporate strategy working closely with the CEO and Telstra senior leadership team. This included creating corporate growth strategies, assessing investment and acquisition prospects, negotiating strategic alliances and partnerships and coordinating the company's long range strategic planning process.

Prior to his appointment at Telstra, Bill worked at Cisco in a number of executive positions including Senior Director Strategic Planning and Analysis where he managed the company's cross-functional long term strategic planning and balanced scorecard processes, coordinated the executive committee's investment decision making, and led or advised strategic evaluations of strategic partnerships, investment proposals, business models and operational process improvements.

Bill has also spent four years with The Boston Consulting Group as a Project Leader and Consultant in both corporate development and marketing. He holds a Doctor of Jurisprudence from Stanford Law School and a Bachelor of Arts from Ohio State University. He is a German Marshall Fellow and a Rotary Scholar for his leadership in community services outside work and is a member of the Pacific Council on International Policy.

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