

## THE FACE OF DIGITAL LEADERSHIP



## Michael Lawrey

*Chair of Finance Committee &  
Director of the Board, TM Forum*

### Why did you want to join TM Forum's board?

I joined the board in 2003 so that I could better influence the contribution Telstra was making at that time and also to provide some strategic leadership to the Forum.

### How does your vision for digital leadership align with TM Forum?

I think my vision is very aligned with that of the Forum; the real challenge is to get the right level of engagement from the industry to make it happen.

### What do you want TM Forum to achieve in the next 2 years?

Establish a digital architecture that can be articulated to the industry and excite the industry to aspire to it.

### Where were you educated?

Perth, Western Australia.

### Describe your typical day

I'm up at 5:45 AM, out the door at 6:45 AM and arrive at work around 7:30 AM. I work through the emails that have come in overnight before starting my daily schedule, which my EA will have put together, leaving little room for any overrun. I usually eat lunch while again looking at emails and approvals that need to be undertaken so that I can keep the business moving along; then get back into the daily schedule of meetings.

I conclude meetings around 6 PM. I spend approximately an hour cleaning up email and any other approvals that might be needed and then head home. Most nights I am back on email or doing phone calls after dinner until around 11 PM.

### What do you consider your biggest professional achievement?

Revolutionizing the operational area of the Telstra business by developing, implementing and operating the Global Operations Centre. This centre runs all of Telstra's operations, network and IT, both domestically and globally.

### What big idea are you working on now?

Looking at how to establish the concept of network as a service.

### What's the low and high points in your career?

Low point was when I was lied to by my CEO on a very important matter that had repercussions for the business and myself. High point was the opening of the Global Operations Centre and being awarded Executive of the Year in 2008.

### Which worthy cause do you support?

I have sponsored children in Cambodia and Vietnam for the past 15 years to make sure they have food, fresh water and an education.

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