

## THE FACE OF DIGITAL LEADERSHIP

**Gary Miles**

Chief Marketing Officer, Amdocs  
Director of the Board, TM Forum

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

The TM Forum board is comprised of some of the most influential technology and strategy leaders of the communications industry. For the past 30 years, communications has been the single most important contributor to the growth of the global economy and the TM Forum has played an important role in this growth. Now as the industry pivots into the digital age where the systems enabling our digital society will rely more and more on communications and the cloud, it is an exciting time for the industry and the Forum.

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

TM Forum needs to pivot with the industry and embrace the convergence of communications, entertainment, digital life and the enterprise of tomorrow. This means the carriers will need to become agile, transform their workforces and continuously upgrade their systems for these needs. The Forum can provide a compass for such changes.

**Where were you educated?**

I have two undergraduate degrees (Bachelors of Art and Business Administration) from the University of Texas and a Masters in Electronic Engineering from Southern Methodist University.

**Describe a typical day**

My day is generally about learning new things. The industry is changing so fast that the scope of products, services and go to market options makes it always challenging and intriguing.

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

I like building start-ups, whether they are a standalone business or built inside another larger company. I have been at the helm of almost 10 such ventures, most of which we have built to scale or in a small number of remaining cases, we managed to shut down before burning too much cash. Getting this balance right is something I feel has been a professional accomplishment.

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

My company has asked me to run marketing for the time being. Designing the organization to be both a strategic function as well as a super effective marketing communications machine is the transformational process I am currently working towards. As our company pivots to new domains and industry verticals, this is an exciting challenge.

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