

Rima Qureshi



- Born Jan 4, 1965
- Nationality: Canadian
- Marital Status: Married, 2 children
- Education: Bachelors in Information Systems and Masters in Business Administration in International Business
- Work Experience: 6 years as a consultant in the IT industry, 14 years with Ericsson
- Current Positions:
 - VP and Head of Customer Support, Global Services, Ericsson
 - Head of Ericsson Response
 - *Been on assignment in Sweden since August 2004. Started her position in April 2004, but was commuting until August when the family moved.*

Customer Support

- Customer Support Services focus on network operations. The service offerings range from fundamental hardware and software support to out-tasking services.
- Ericsson supports not only Ericsson products, but also those included in the operator's network that are not supplied by Ericsson. This is called Multi-Vendor Support and the service provides the customer with a single point of contact for all support requests.
- Ericsson offers 24/7 Support of networks with more than 1 billion subscribers worldwide.
- Local presence in over 140 countries.

Ericsson Response

- Formed in 2000, the organization was born of a conviction amongst top managers at Ericsson of the need to invest in a non-profit, global initiative.
- **The initiative focuses on** disaster relief, enabling relief workers to get their work done faster by providing them with tools to get in touch with the outside world, each other and those most affected by the emergency, quickly. Ericsson Response provides assistance in setting up top-class, telecommunication systems.
- **Its strength lies in** the ways it uses Ericsson's core knowledge and expertise to extend help to provide quicker relief during emergencies.
- Ericsson Response has formed **partnerships** with organizations such as UN and the International Federation of Red Cross and Red Crescent Societies, as well as the Swedish Rescue Services Agency.

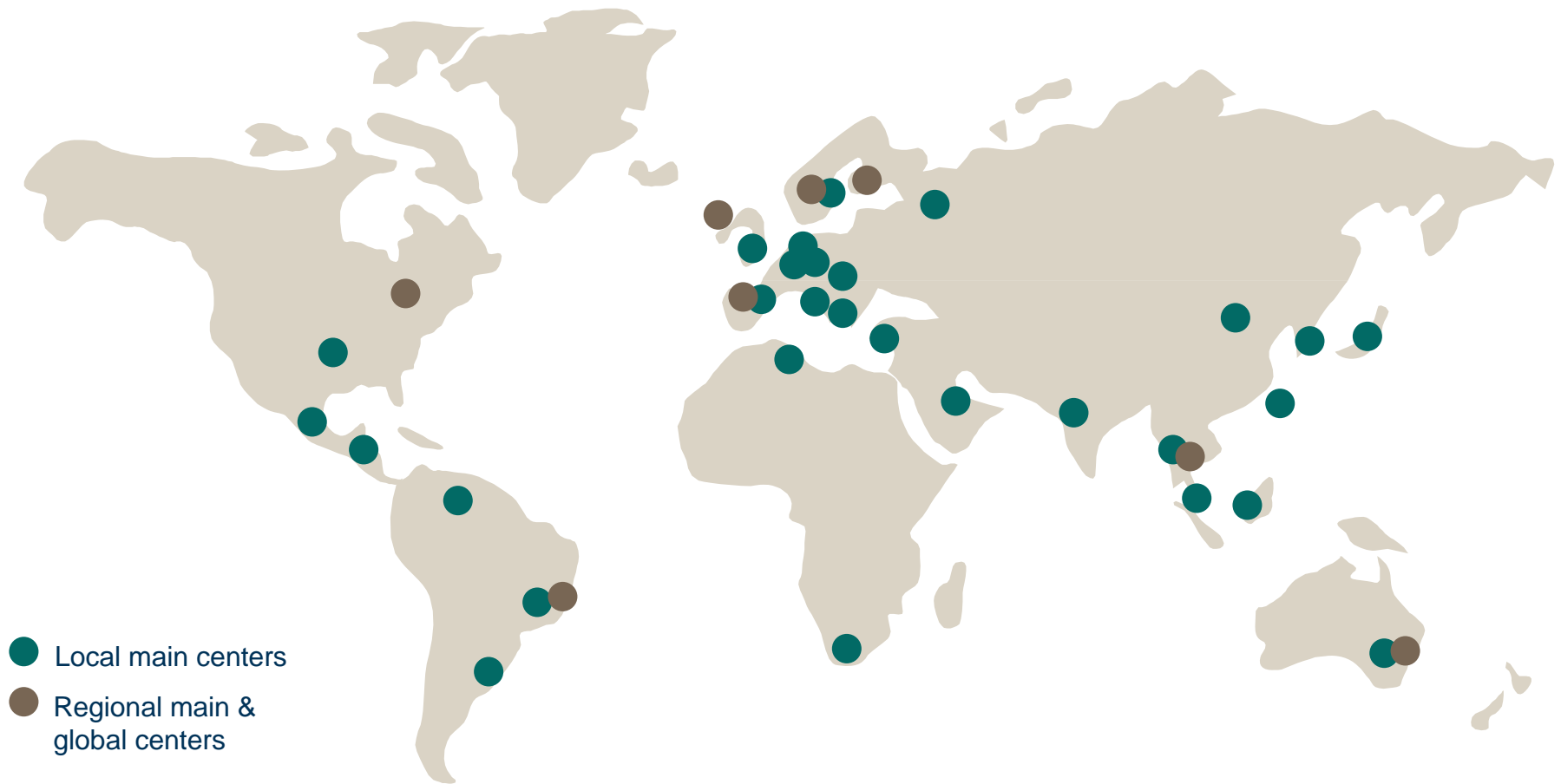
Ericsson Response

One of ER's (Ericsson response's) main achievements is the program's application in Afghanistan in the first week of 2002, after bombings had ceased.

- ER put up a GSM (Global System for Mobile Communications) network in Kabul to help connect all relief workers and Afghanistan's then interim government
- ER distributed mobile phones for free to about 500 people, relief workers and government officials
- A team of eight volunteers set up the system and after one month together they left supervision to just one person by turns per month
- The programme received high praise for the effort, including letters of praise from the then UN Secretary General, Kofi Annan, the UN's special envoy to Afghanistan, Lakhdar Brahimi, and then World Food Programme Country Director Burkard W Oberle.

Ericsson Global Services

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