



Board of Directors
Declaration of Candidacy

Candidates for the Board of Directors must be willing to serve for a two-year term. Only Principal MSF Members are eligible to run for the Board of Directors.

Please complete and sign the attached Declaration of Candidacy Form and return via email or fax to Alysia Johnson by the date below.

- Signed and completed forms are due: Wednesday, March 9, 2011, at 5:00p.m. PDT
- Please return forms to Alysia Johnson at:
 - ajohnson@msforum.org OR Fax: +1.510.492.4001

Full Name:	David Francisco
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Declaration

I hereby signify my willingness to stand for office as candidate for the position of Director of the MSF. I agree that, if elected, I will adhere to the Bylaws, Policies and Procedures of the MSF currently in force and as may be amended by the membership from time to time.

Signature David Francisco Date March 4, 2011



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1. Please summarize your involvement with and contributions to the MSF.

I am currently completing a two-year term on the MSF Board of Directors. As a member of the Board I have served as the MSF Treasurer and acting chair of the Marketing Awareness and Education Committee (MAEC). I also participate in the various IOT events (Performance, IPTV, LTE) that the MSF sponsors.

2. Where do you see the MSF going in the next three years?

The next three years will continue to be difficult for the Telecom Industry and the MSF. The MSF interoperability testing has been very well received within the industry and will continue with single and multiple site testing. The MSF will continue to partner with other bodies such as ATIS, NIST, GSMA and others. The MSF will increase focus on applications and the testing of those applications. Mobility, CDN, NNI, QoS will be major areas of work.

3. What are the MSF's biggest challenges ahead?

The most significant challenges facing the MultiService Forum are a) Recruitment of new members with the expertise to help us delve into areas such as applications, CDN, IPTV, QoS, b) Continuing to provide the membership and industry with technical value such as interoperability events (VoLTE) that are business relevant to the membership, c) Bring financial stability to the MSF by continuing to control expenses and increasing membership (achieving a and b will automatically achieve c).

4. What contributions will you make to the MSF over the next year? What are your personal objectives should you be elected?

Nokia Siemens Networks will continue to support the MSF by providing technical contributions and support for future interoperability events. We actively participate in numerous fora and standards bodies worldwide and will continue to use these contacts to promote the MSF objectives. On a personal level, I will continue to work toward building closer relationships between the MSF and other industry bodies.



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5. What advantages will the MSF gain by your contribution of resources, contacts and/or or influence in the industry?

Nokia Siemens Networks is a major telecommunications equipment supplier in virtually every country in the world. This fact, when coupled with a first class engineering organization, will provide the requisite background, experience and expertise to assist the MSF in reaching its goals. In addition, Nokia Siemens Networks actively participates in numerous fora and standards bodies worldwide (ITU-T, ETSI, 3GPP, IETF, etc.) and will use these contacts on behalf of the MSF as well as facilitate communication between the MSF and other industry bodies.

6. Are you and your company willing to support a significant commitment of your time to the business of the MSF?

Yes. Nokia Siemens Networks has made a commitment to not only support my time and travel, but to provide technical support to assist the MSF in reaching its goals. We have actively support the MSF since its inception and will continue to do so.

7. Please list your relevant business experience.

Some of my more relevant experience over the past year has been associated with the negotiation of Nondisclosure Agreements, IPR Agreements, PR contracts, documentation and testing contracts as well as the administration and control of the related budget and expenses.

8. Please list any Board of Directors and/or Committee experience if applicable.

I have been an MSF Board member since 1999 and Treasurer since 2001. I currently participate in the ATIS PTSC and STEP-TEE (Telecommunication Energy Efficiency) committees as well as various ATIS Focus Groups such as the Exploratory Group on Convergence. I am currently the NSN voting representative for the NIST SGIP (Smart Grid Interoperability Panel).