

CV - Christie ALWIS,

BSc (Hon) Eng, CEng, MIET, FIESL

*Former Chief Network Offices (SLT), Visiting Lecturer for Communication Engineering and Computer Science,
University of Moratuwa and University of Sabaragamuwa.*

Personal Information

Full Name : Muthuwadige Linus Christie Alwis

Marital Status: Married and have four children

Date of Birth: 1951 April 17

Address: 2/1, Ninion's Mawatha, Negombo, Sri Lanka

Tel:+94777748444, **e-mail:**christie@christiealwis.com

Current Position: Visiting lecturing to both universities at MORATUWA and SABARAGAMUWA, IT and communication consultancy

For more details – please visit www.christiealwis.com



Fields of expertise

Christie has served more than 31 years of service in Sri Lankan Telecom holding from post Enquirer up to the Director Level. He has held positions as a Senior Expert for the ITU and APT as well as in Commonwealth telecommunication organizations in the Maldives, Mongolia, and Uganda. Significant areas of expertise include:

1. Transmission and outside plant.
2. Billing and collection.
3. Planning and maintaining radio access networks.
4. Customer service functions such as handling customer complaints, operator services and call centres.
5. Regulation and interconnection.
6. Planning and maintenance of switching.
7. Marketing
- 8.P.R. functions with Media.

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Qualifications and specialist training

- B.Sc.(Hons) Engineering from University of Sri Lanka (Moratuwa) (1970-1975)
- Chartered Engineer (C.Eng, MIET London)
- Fellow of Institution of Engineers Sri Lanka (FIESL)

Employment history

- 1977 June – 1997 : As Telecom Engineer and superintending Telecom Engineer incharge about switching, as a chief Engineer about switching and transmission at Telecommunication Department(Government) and with Sri Lanka Telecom (Corporation) of Sri Lanka
- 1997-2002: Director Customer Services and executive assistant to CEO with the Japanese management of Sri Lanka Telecom
- 2002-2007: Chief Network Officer – Network Planning and Engineering Group, Sri Lanka Telecom with the Japanese Management of Sri Lanka Telecom
- 2007 July–2008 September: Senior Officer – Corporate Strategic Planning, Sri Lanka Telecom
- **1986** to date: Visiting Lecturer for communication Engineering at University of Moratuwa
Sri lanka
- **2006** to date: Visiting Lecturer for computer science at University of Sabaragamuwa, Sri Lanka
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- **1990,1992:** Senior Expert in International Telecommunication Union (Geneva)
- 1989: Commonwealth Telecommunication Organization (London)
- 1987: Asia Pacific Telecomm Unity (Bangkok).

Experiences

Engineering

- Maintained switching and transmission network of Sri Lanka Telecom for over 25 years from 1977 to 2002, until He was appointed as Chief Network Officer in Network Planning and Engineering Group. During his time as Chief Network Officer, Sri Lanka Telecom introduced NGN for the first time.
- Spearheaded the roll out of a CDMA network for Sri Lanka Telecom. From 2005 (inception) to September 2007 implemented the radio network planning and overall

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CDMA network planning. To date two switches are interconnected with IP to the first time in Sri Lanka. More than 300 base stations have a customer satisfaction of more than 80%, contributing around 15% of total revenue for Sri Lanka Telecom. The five months delay in obtaining frequency approval was counteracted by a quick network roll out of CDMA and today Sri Lanka Telecom has CDMA coverage with more than 500 000 CDMA customers in service. EVDO was also successfully tested during his time as Chief Network Officer.

- In 2003, OSP planning was revised at Sri Lanka Telecom to optimise the network. This resulted in a per line cost reduction from LKR100 000 to LKR25 000. A similar planning concept was introduced for an optical fibre backbone network, including dividing into three stages: civil construction; laying the optical fibre; and installation and commissioning the electronics at the terminal stations. Led the optical fibre integration element, achieving a saving in excess of 30% for Sri Lanka Telecom. OSP documentation was reorganised and computerised. Optical fibre connectivity to all the major cities in Sri Lanka was implemented in 2007. NGN networks were planned and the initial implementation commenced.
- Led the Sri Lanka Telecom team in the commissioning of the SEA-ME-WE 4 Project (a 20 000km optical fibre submarine cable from Singapore to France with 1.2Tbit/s capacity). Was a Management Committee Member of the SEA-ME-WE 4 consortium from 2002- 2007. Actively coordinated the finalisation of the Construction & Maintenance Agreement, working with the Interim Investment & Agreement Sub Committee. Involved in the upgrades of SEA-ME-WE 4 cable systems.
- In 1998, led the new connection drive to counteract competition from newly introduced two fixed operators in Sri Lanka (Suntel and Bell) by providing 143 000 lines in 1998 and 132 000 lines in 1999. A new marketing concept of “Mobile Office” was introduced. Prior to this the rate of new connections was fewer than 25 000 per year.

Management and finance

- Chairman of Financial & Administrative Sub Committee. Led all financial and administrative matters of SEA-ME-WE 4 project and chaired 13 international meetings. Led the formulation of the financial procedures to manage USD500 million during the construction period and to manage the annual maintenance budget of around USD20 million.
- Led the provisioning of the backbone network for the marketing division to boost the marketing activities of Sri Lanka Telecom. Special solutions with CDMA for the SchoolNet and LakGoveNet were implemented for the first time in Sri Lanka, to retain the key customers in a competitive environment.
- Improved a bad debt position was from 10% in 1998 to 3% in 2003. Introduced new collection methods, a direct debit system and a special credit control system. A new high revenue monitoring unit was formed and a debt collection unit introduced.

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Marketing

- At the time of change to Japanese management (NTT 1997) fault reporting was not centralised hence customers were dissatisfied. Organised the call centres in relation to faults and billing complaints, including new ways for the operators to interact with customers. A completely new market-oriented workforce was organised to improve the market share through customer satisfaction.
- Led the introduction of publishing directories by Sri Lanka Telecom in 2002 and introduced Rainbow Pages to compete with Yellow Pages, which was a household brand. Introduced the new concept of printing directories locally. Also introduced a business diversification strategy for the first time to Sri Lanka Telecom with introduction of printing, desktop publishing and distribution. Today the directory business has grown and is running as a separate Sri Lanka Telecom owned company.

Information technology

- In September 1997 the bills of Sri Lanka Telecom customers were delayed by 5 months. Improved this so that they were up to date by February 1998. A new concept of 'check digit validation' at cashiering points was introduced to minimize the billing errors. Rearranged the old billing system and streamlined the processes with vendor management.
- Led the introduction of a new web-based management tool to be implemented by SEA-ME-WE 3 and SEA-ME-WE 4 consortiums. The two websites were designed and hosted by iDC Colombo. These websites are widely used for the marketing and management of the SEA-ME-WE consortiums: www.seamewe3.com and www.seamewe4.com.

Regulatory issues

- Sri Lanka Telecom was the sole international operator until 2002. The Regulatory Commission of Sri Lanka allowed Sri Lanka Telecom to rebalance tariffs from 1998 until 2002. Led these tariff revisions in 1998, 1999 and 2000 for Sri Lanka Telecom including finalising the tariff negotiations; resolving legal disputes and managing the public media. The required tariff increase was implemented despite resistance and the negative publicity against Sri Lanka Telecom.
- Led the physical interconnection provisioning and the Sri Lanka Telecom team for alternate dispute resolution process with the Regulatory Commission to determine the interconnection regime between fixed to fixed and fixed to mobile, in 1998 and 1999. Negotiated the agreement to resolve an international call bypass issue among fixed line operators.
- Coordinated the Regulatory Commission, Ministry of Telecommunications and other government departments in working with Sri Lanka Telecom.

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- Media spokesman for Sri Lanka Telecom 1998 to 2003, including participating in a weekly radio programme, “Telecom Telepena”, on “Lakhanda” radio station.
- Led the Sri Lanka Telecom team to win the Innovative, Overall Winner Award in the Prestigious Technological Exhibition, Infotel.

Other information

- Publications are available at the Library of the University of Moratuwa and also at <http://www.christiealwis.com>.
- Guest Speaker for various world forums such as IIR and ICPC, including:
 - *Use of Optical Fibers towards Global Village* –IET London, Sri Lanka branch, 17 May 2007, Colombo
 - *Sharing Insights into CDMA Network Management & Optimization* –Mobile Network Optimization Summit 2007, 27 March 2007, Singapore
 - *Understanding the Role of IMS and NGN* – 3 September 2007, Singapore. [Next Generation Networks]
 - *Managing Transformation of your Infrastructure to the NGN Pathway* – 30–31 October 2007, Singapore [**NextGen Telecoms CEE 2007 organised by Terrapinn**]
- A regular contributor for undersea submarine cable world forums
- NEW PARADIGM TOWARDS GLOBAL VILLAGE (An experience of Sri Lanka)Submarine NETWORKS (World 2006) 3-5 oct 2006

At Shangri-las Rasa Sentosa Resort, Singapore (www.terrapinn.com/2006/snw-sg)

also (e.g. Submarine Networks 2007 held in Singapore in September 2007)