

## New Strategic Director Appointed: Dr Rosalie Zobel

4<sup>th</sup> February 2009

Portia Ltd, Equalitec's umbrella organisation, is pleased to announce the appointment of Dr Rosalie Zobel as our new Strategic Director. Dr Zobel will be involved all new projects, primarily in planning, policy and decision making.

Dr Zobel recently retired from her post as Director of 'Components and Systems', within the Information Society and Media Directorate-General, at the European Commission. She has held senior positions at the European Commission for over 20 years, but has also had an extensive career in the private sector.

Rosalie Zobel received a bachelor's degree in physics from Nottingham University, UK, and a PhD in radiation physics from London University. She started her career in the IT industry with ICL in 1967, and later held positions in CERN, Switzerland, the Atomic Energy Research Establishment, UK, and the Max-Planck Institut für Plasmaphysik, Germany. In 1981 she joined AT&T in the USA where she held positions as senior marketing manager for open systems software both for the USA and international markets, and was responsible from 1983-1986 for the international UNIX business. In 1986 she became senior marketing manager for information technology products in AT&T Japan.

In 1988 she was appointed Deputy Head of Unit of the European Community's ESPRIT Business Systems unit. In 1991 she launched the initiative in Open Microprocessor systems. From 1995 she was the Head of unit 'Business systems, multimedia and microprocessor applications', and EU-coordinator of the G7 Pilot Project 'Global Marketplace for SMEs'. From 1999-2002 she was Director of 'New Methods of Work and Electronic Commerce'. Since 2003 she was Director of 'Components and Systems' in the Information Society and Media Directorate-General of the European Commission.

Dr Rosalie Zobel is a highly revered physicist, scientist and top level policy decision maker, and will bring a wealth of experience and wisdom to Portia Ltd, who are extremely grateful to have her onboard.

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