



ETNO welcomes a new Director of Regulatory Affairs

Brussels, 27 February 2019 - ETNO, Europe's leading telecoms association, is excited to announce a new key hire. Maarit Palovirta will join on March 1st as ETNO's new Director for Regulatory Affairs.

Maarit has an extensive expertise in telecoms, broadband and internet matters. She will join us from the Internet Society, where she served as a Senior Manager Europe and where she has acquired strong experience of broadband policies as well as extensive links with internet and tech stakeholders. Maarit also had direct experience of the telecoms business during her 6 years at Cisco and has developed a strong service-oriented, hands-on profile acquired in leading consultancies Interel and Schuman Associates. She also has a strong European academic background from the College of Europe, LSE, King's College and SciencesPo. Maarit is a Finnish national, she also speaks English and French.

Lise Fuhr, ETNO Director General, said: *"Maarit joins us at a crucial time for the telecoms industry, as we move to implement the new Electronic Communications Code and we gear up for exciting changes with 5G and AI. Myself, the Team and the Membership are looking forward to welcoming her to the ETNO community".*

Maarit Palovirta said: *"I am delighted to join the ETNO team. Having spent most of my career on advancing Internet access and shaping the Internet environment, I look forward to continuing that work with ETNO members and all the European digital stakeholders".*