



## Anne-Marie Plumer Biography

After graduating from Oxford University with a degree in Philosophy, Politics and Economics, Anne-Marie Plumer completed a Masters degree at Warwick Business School.

Anne-Marie began her working life at British Rail, where she was employed in the Business Review department, taking responsibility for the assessment of InterCity passenger forecasting. Subsequently, she moved to PricewaterhouseCoopers' (PwC) Transport practice, but transferred into their more dynamic Telecommunications strategy group where she soon found her niche. Here she undertook projects in the UK as well as Thailand, Malaysia, Hong Kong and the USA.

With experience gained during her time at PwC, Anne-Marie became an independent consultant in the mobile communications sector. Amongst her initial contracts was a valuation project where she developed, built and ran a financial model requested by a UK 3G mobile licence bidder. The scope of the work also included participation in the bid room during the course of the auction to advise on valuations.

In the years prior to setting up Pure Pricing Anne-Marie specialised in mobile pricing, undertaking various projects for mobile network operators and MVNO's. At T-Mobile, she worked on the wide-ranging rationalisation of consumer contract plans. At BT Mobile she developed a market entry proposition for the company's re-entry to the UK mobile market. Then for Orange UK, Anne-Marie was an operational pricing manager focusing on consumer markets.

Her knowledge encompasses strategic, marketing and financial disciplines but her strengths lie within pricing, business planning and spreadsheet modelling. She has experience both as a consultant advising senior managers and in commercial line management roles within mobile operators.

Anne-Marie Plumer is a Co-founder and current Director of Pure Pricing Limited. She enjoys water sports and is a qualified windsurfing instructor, now living in London, with her Australian husband and daughter.