



## Joanne Lynch Biography

After graduating with a degree in Mathematics from Leicester University, Joanne Lynch moved directly into the Telecommunications industry. Her first position as a Pricing Analyst at MCI WorldCom gave her extensive knowledge of the fixed-line, voice and data world.

Since then, Joanne has held a number of pricing roles for both fixed and mobile telecommunications operators. One such position was Pricing Manager at T-Mobile UK in an operational role, where she focused on data pricing. She was also heavily involved with roaming projects, working across the T-Mobile footprint to develop group wide propositions.

With her proven track record in pricing management, Joanne found herself moving to O2 Group where she held a strategic pricing role, developing and implementing best practice pricing principles across the group.

Prior to founding Pure Pricing, Joanne joined BT Mobile as Head of Pricing, where she managed a small team of analysts. Key elements of this role included developing and managing strategic and tactical consumer pricing, plus the development of a convergence pricing strategy.

Her more recent experience at Pure Pricing has included time spent as a Consultant advising senior management teams within fixed and mobile network operators and MNVOs. This has allowed her to offer expert advice in her specialist area of mobile pricing tools and model creation.

Joanne Lynch is a Co-founder and current Director of Pure Pricing Limited. She lives with her husband and daughter near Bury St Edmunds in Suffolk.