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JSA's Telecom Exchange (TEX) Announces Distinguished Line-Up of Industry Experts for CEO Roundtables at Upcoming LA Event

TEX LA CEO Roundtable Panels to Focus on Virtual Reality, IoT, Smart Machines and Critical Infrastructure, Silicon Valley Tech Partnerships and Cybersecurity

MIDDLEBROOK, VA, October 6, 2016 – [Jaymie Scotto & Associates \(JSA\)](#), the preeminent marketing, public relations and event-planning firm serving the telecommunications and technology industries, and founder and host of [Telecom Exchange \(TEX\)](#), the premier industry networking event where communications and technology meet, today announces its [CEO Roundtable](#) participants and topics for its upcoming TEX LA event, taking place November 14 and 15, 2016 at Montage, Beverly Hills. TEX LA, will feature five CEO Roundtables, providing an opportunity for industry captains to share their predictions for tech and telecom's future and to participate in casual Q&A discussion moderated by industry analysts and journalists.

The first CEO Roundtable, "Virtual Reality & The Communications Ecosystem," moderated by [Robert Powell](#), Editor & Creator, [Telecom Ramblings](#), will explore all of the buzz around Virtual Reality, including the impact, risks and opportunities on the communications ecosystem. Participants for this panel include [Brian Lillie](#) Chief Information Officer, [Equinix](#); [Najam Ahmad](#), Vice President of Network Engineering, [Facebook](#); [Tony Wanger](#), President and Founder, [IO](#).

The second CEO Roundtable, "IoT & the Data Center: Talking Cloud, Power & Performance," will be moderated by [Rich Miller](#), Founder & Editor, [Data Center Frontier](#). This panel discussion will explore how today's data center operators are enabling IoT and cloud; the keys to managing technology advancements; the effects on the networks colocated within; and what the new game rules are or should be moving forward to ensure the highest quality performance. Panelists include [Peter Gross](#), Vice President of Mission Critical Systems, [Bloom Energy](#); [Simon Lee](#), Director, [Centeris](#) and Managing

Director, [Sapience Capital Partners](#); [Tony Lin](#), Director, [GI Partners](#); [Zeev Draer](#), Vice President of Strategic Marketing, [MRV Communications](#); [Rob Barlow](#), Chief Executive Officer, [WireIE](#).

CEO Roundtable 3, "Smart Machines: Connected Cars, Robots & the Necessary Infrastructure," is moderated by [Jeremy Kaplan](#), Editor in Chief, [Digital Trends](#). This session will explore the necessary infrastructure needed to ensure our sci-fi world of tomorrow becomes a reality and what the market opportunities, risks and challenges will be in this Brave New World. The panel includes seasoned technologists, including [Doug Junkins](#), Chief Technology Officer, [NTT Innovation Institute](#) and [Frank Tobe](#), Owner & Publisher, [The Robot Report](#) and Co-Founder, [ROBO Global](#).

The fourth CEO Roundtable, "Silicon Valley and its Telecom Partners: Innovation; Timelines and Transparencies," will be moderated by [Liz Kerton](#), President, [The Telecom Council of Silicon Valley](#), and welcomes panelists [David Meredith](#), SVP and Global GM Data Center Hosting, [CenturyLink](#); [Kumar Ramachandran](#), Chief Executive Officer, [CloudGenix](#); [David Walsh](#), Chief Executive Officer, [GENBAND](#); and [Craig Farrell](#), Chief Technology Officer, [IBM Global Telecom Industry](#). These panelists will explore partnership expectations, including predictable processes for performance evaluations, reasonable timelines and tracking and support transparencies. The question that we will try to answer: what do we need to do to work better together?

The final CEO Roundtable, "IoT & Cybersecurity: Risks in the Supply Chain, Privacy & Defense," is moderated by [Ronald Gruia](#), Director of Emerging Telecoms, [Frost & Sullivan](#). This panel will discuss the risks inherent to IoT, the need for security standards, and how we can better defend our privacy and our countries in the ever-looming threat of cyber attacks. Renowned panelists include [Matthew Pley](#), Vice President, Carrier & Service Provider Group, [Fortinet](#); [Amitava Mukherjee](#), President, CEO & Co-Founder, [RedShift Networks](#); and [Leon Kuperman](#), Chief Technology Officer, [ZENEDGE](#).

TEX LA (November 14-15) includes a two-day agenda that incorporates five CEO Roundtables, direct one-on-one meetings, live Tech Showcase Demos, and much more. TEX LA exhibit space is selling out quickly with over 65% of the exhibit tables sold; these tables are available on a first-come, first-serve basis. A limited number of sponsorship packages are also still available.

For more information on these opportunities or how to participate, visit <http://thetelecomexchange.com/la/> or email us at info@TheTelecomExchange.com.

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About JSA

Celebrating more than a decade of success, Jaymie Scotto & Associates (JSA) is the preeminent provider of Public Relations, Marketing and Event Planning services for the tech and telecom industries. Awarded 'Most Outstanding Telecoms PR Agency' by LiveWire for 2015 & 2016, our success is attributed to our skilled JSA team, innovative

tools, and established media and industry relationships, allowing us to deliver the finest outreach and brand awareness services available -- with measurable return on investment.

Our clients enjoy 'insider access' to the top reporters, bloggers, analysts and thought leaders shaping tech and telecom -- as well as critical networking opportunities, including JSA's own industry networking event, [Telecom Exchange](#). We also feature client and marketplace news via [JSA TV](#) (our video newsroom on YouTube), [JSA Radio](#) (our podcast channel on iHeartRadio), [Virtual CEO Roundtables](#) (our monthly panel discussions with top thought leaders), [Telecom News & Trends](#) (our video newsletter) and [Telecom News Now](#) (our industry blog). To learn more about how JSA can elevate your brand, visit www.jaymiescotto.com.

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