

# News Release

## MEDIA CONTACTS:

Daniel James

Email: [Daniel.james@avanade.com](mailto:Daniel.james@avanade.com)

## **5G Open Innovation Lab appoints Avanade Chief Technology Officer, Florin Rotar, to Advisory Board**

21-year Avanade veteran joins Accenture, Microsoft and others to steer strategic thinking and help members make the most of their 5G investments

**Seattle, September 15, 2021**— The 5G Open Innovation Lab (5G OI Lab) has appointed Avanade chief technology officer, Florin Rotar, to its advisory board. Florin joins the Lab’s eight other advisory board members who, collectively, are responsible for advising the Lab and guiding the long-term success of its programs.

A 21-year Avanade veteran, Rotar has held a number of leadership roles at the Accenture and Microsoft joint venture, including: Chief Technology Innovation Officer, Global Digital Lead, and Global Modern Workplace Lead.

The 5G OI Lab is a global ecosystem of developers, start-ups, enterprises, academia and government institutions. In May 2020, 5G OI Lab launched its inaugural program for start-ups, platform companies with the selection of its first cohort of companies utilizing 5G technology for the development of new applications and markets. Founding and corporate partners such as Microsoft, Intel, Dell, VMWare, Amdocs and T-Mobile collaborate with engineering, technology and industry resources to provide the Lab and selected start-ups with advanced access to platforms to develop, test and bring to market new use cases that unleash the potential of 5G networks both now and in the future.

Avanade [joined 5G OI Lab in June 2021](#) as a founding partner and is a strong supporter of open technology ecosystems. As part of the Lab, it will have responsibility to operate 5G field labs to uncover potential network and edge compute scenarios across key industries and member organizations. It will also provide strategy, technical architecture and operations for 5G enablement and services.

5G OI Lab founder & general partner, Jim Brisimitizis said, “We’re fortunate to have someone of Florin’s calibre joining our advisory board. The huge experience, expertise and insights that he brings to the group will provide our members with additional perspectives on building innovative 5G ecosystems that will deliver tangible outcomes and help us achieve our goal to build an enterprise software ecosystem focused on the enormous application, services, and use cases potential for edge and 5G.”

“The accelerated pace of technology adoption and transformation over the last 18 months as

organisations renew and grow post-pandemic has created a future-ready environment for businesses who want to embrace the potential that 5G offers,” said Avanade chief growth officer, Craig Gorsline. “I’m delighted that Florin will be able to contribute his deep knowledge to 5G OI Lab’s advisory board and help its members make the best decisions to maximise the returns on their 5G strategies and investments.”

In 2020, Rotar published *We the People: Human Purpose in a Digital Age: A Guide to Digital Ethics for Individuals, Organizations and Robots of All Kinds*, which he co-authored with Peter Temes.

#### **About Avanade**

Avanade is the leading provider of innovative digital and cloud services, business solutions and design-led experiences on the Microsoft ecosystem. Our professionals bring bold, fresh thinking combined with technology, business and industry expertise to help make a genuine human impact on our clients, their customers and their employees. We are the power behind the Accenture Microsoft Business Group, helping companies to engage customers, empower employees, optimize operations and transform products, leveraging the Microsoft platform. Avanade has 50,000 professionals in 25 countries, bringing clients our best thinking through a collaborative culture that honors diversity and reflects the communities in which we operate. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Learn more at [www.avanade.com](http://www.avanade.com).

#### **About the 5G Open Innovation Lab**

The 5G Open Innovation Lab (5G OI Lab) is a global ecosystem of developers, start-ups, enterprises, academia and government institutions working together with start-ups to fuel the development of new 5G capabilities and market categories that will transform the way we work, live and play both now and in the future. The Lab provides developers at all stages unparalleled access to open platforms, enterprises and markets needed to create, test and deploy new use cases and innovations for 5G. To learn more about the Lab and its portfolio of companies, please visit <https://www.5GOILab.com/> or follow us on Twitter at @5GOILab.