



Peter-Yves Ruland - Aligning business and technology with strategy with in-depth IT experience in excess of 20 years.

Extensive experience to direct and lead high profile & complex IT projects. Focusing on the digitization of the media industry with 20+ years of experience in B2B and B2C including substantial experience with CSPs, MNOs, MVPDs and partners.

Comprehensive corporate experience including start-ups and turnaround projects. Recognized achievements in development and implementation of TV & media platforms, possessing detailed understanding of the current and future demands of the streaming and content industry including regulatory requirements.

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OTT Streaming Networks Strategic R&D
 Mobile Devices IPTV Mobile/Smart TV
 Service Delivery Management
 Content Distribution
 Program Management
 Agile / Scrum Methodologies
 Digital TV Cloud Computing
 Strategic Thinking Home Automation

Telecommunications Broadcast

Areas of Expertise

Strategic R&D · IPTV · Program Management
Strategic Thinking · Service Delivery Management
Agile / Scrum Methodologies · OTT Streaming
Digital TV · Broadcast · Content Distribution
Networks · Mobile Devices · Mobile/Smart TV
Telecommunications · Cloud Computing
Home Automation

I believe

"The digitization is changing fundamentally the global economic environment. Companies that do not utilize the digital transition to leverage business and processes will soon be on the receiving end of market consolidation."

I deliver

"Know-how, technology and the architecture for large scale digital business processes."

I create

"Successful and sustainable next generation business models in the digital age."

Professional Experience (et al.)

Wilmaa Digital World AG, CTO a.i.

Swiss based OTT TV provider; managing innovation with focus on new streaming technologies, extending consumer media solutions and integrating of new TV platforms. Established stability and strategic direction within a business environment ruled by multiple uncertainties by developing and executing service strategies in alignment with business objectives. Spearheading integration of external development partners by cultivating vendor relationships and successfully launched and managed business critical white label (B2B) business.

Microsoft Corp., Program Director Microsoft TV Group

Responsible for overall Mediaroom IPTV QoS/OTT deployments in Europe for major Telecom operators, leading the German Mediaroom organization. Drove European product roadmap to ensure features and functions kept pace with or ahead of competition, making Mediaroom the #1 IPTV solution. Accountable for negotiation and execution of multi-year SOWs and OEM partner management.

Microsoft Deutschland GmbH, Exec. Engagement Manager, Microsoft Consulting Services

Responsible for business development, partner management, project acquisition and customer relationship. Running large scale infrastructure and application server projects. Strategy advisor with focus on large scale computing and deployment.

Leverage Experts AG (LE) was founded in 2012 as an independent group of interdisciplinary experts in Zurich. The experienced team supports companies in complex and critical challenges with a strategic mind set and passion for implementation. LE focuses on **Situations of Rapid Change**, transformation, restructuring, crisis-, and turnaround management. LE implements corporate and growth strategies, accompanies entrepreneurs through crisis situations, is involved in (digital) transformation and restructuring processes and is experienced in M&A and Corporate Finance. A branch in Germany was established in 2021, and close partnerships exist in North America. The team of Leverage Experts enables an active and effective shaping of the future - At short notice, with high impact.