

ACG Research Announces New Principal Analyst for Wireless and Mobile Practice

Networking and telecom industry veteran with wide range of technical and business experience in the mobility field joins ACG Research to spearhead new practice

GILBERT, ARIZONA, USA, September 12, 2017 /EINPresswire.com/ -- [Chris Nicoll](#), a networking and

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Chris Nicoll

telecom industry veteran with 30 years of experience at the forefront of leading-edge technologies has joined ACG Research, an analyst and consulting firm. ACG Research provides market share and forecast analysis in the service provider equipment space, business modeling and key performance indicators consulting services, service creation, strategic messaging and go-to-market strategies in all aspects of the networking industry.

Chris will expand ACG Research’s presence in the service provider space by leveraging his multidisciplinary skills and broad background working in many segments of the industry, primarily with new technologies such as connected car, [5G](#),

IoT, 4G, Small Cells, Wi-Fi, and security, in emerging, high-growth markets. He brings extensive entrepreneurial and managerial experience in consulting, business development, strategic marketing, and product management.

Mr. Nicoll will be responsible for ACG’s Wireless and [Mobile](#) practice, providing detailed market analysis and consulting services for network infrastructure vendors and service providers to address business case and technology evaluation requirements for current and next-generation infrastructure and services. This service includes the following tech segments: LTE-A, Multi-Access Edge Computing, Small Cells, Wi-Fi, licensed and unlicensed spectrum use including private LTE, MulteFire, LAA and LTE-U. The practice will also focus on defining and providing a reality check on the burgeoning markets for the wide variety of 5G technologies and use cases, including autonomous cars, AR/VR and ultra-low latency networks, as well as perspectives on the deployment of smart city/smart XX infrastructure.

Chris has a technical background designing terrestrial and satellite-based voice and data networks worldwide as well as extensive market positioning and competitive response experience working for both operators and vendors. He applies his knowledge to messaging and competitive positioning, communications, technology and market strategy via workshops, presentations, white papers and articles across a wide array of topics.

For more information, see Over-hyping 5G: Clouding market opportunity and setting unrealistic expectations (<https://www.acgcc.com/over-hyping-5g-clouding-market-opportunity-and-setting-unrealistic-expectations/>)

Chris's current focus is working with mobile, security, IoT and infrastructure vendors and operators on their markets and messaging strategies with a focus on 4G, 5G, IoT and noncellular wireless

technology development and deployment. “The mobile network of today is much more than just a wireless connection; it is the driver for a new set of business models across the industry that rely on technology, services, and ecosystems,” says Chris Nicoll. “To understand what is happening and what is coming requires depth across fixed, wireless, core, IoT, analytics and software. ACG uniquely has that depth and I look forward to working with the team here to add my expertise in serving our clients.”

“We are very excited to have Chris at ACG, he brings a wealth of experience and expertise,” says Dr. Ray Mota. “5G and mobility solutions are growing rapidly and having an analyst with Chris’s background will help us be align and provide assets in this space.”

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