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Peter Linder is Head of 5G Marketing for Ericsson in North America. He joined Ericsson in 1991, have held a variety of management positions, and operating out of Dallas since 2011. When 4G was introduced Peter was responsible for Ericsson's global solution portfolio for fixed and mobile networks. He is passionate about digital influencing, author of >400 blogposts and is host of the "15 minutes with 5G" podcast. Tweet with an accent as @OneLinders and is passionate about Formula 1 racing.