



Dan Berte is currently CEO at *c*free wireless* (<http://www.cfree.ro>), a Romanian-based hotspot communications company. With a BA in Economics at Babes-Bolyai University, graduated Journalism and an MA in American Studies, he founded a small creative shop in 2003 specialized in brand and brand consultancy. With half a decade experience in advertising and a young team the shop now delivers great design and advice from promising start-ups to telecom industry leaders.

Early 2005, being passionate about technology, he founded a new business specialized in marketing of free public Wi-Fi-based hotspots. The company, *c*free wireless*, rapidly became known as the first ever Wi-Fi Zone certified provider in Romania. Extensive R&D with John Cioflica as an associate and partner pushed the company to higher ground, now leading the industry with its technology and marketing know-how.

Dan is also in charge of blogging for the promising WiF:) tech blog (<http://www.wirelessisfun.com>) he founded in January 2007 and toys with Skype's award winning telephony software as a beta tester.

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