

Vesa Jaamuru

Founder & Principal Consultant / Muru Advisory Partners

Vesa Jaamuru is the Founder and Principal Consultant at **Muru Advisory Partners**, where he provides strategic guidance and practical support to companies navigating U.S. market entry and growth — with a particular focus on the dynamic North Texas region. Drawing on over 30 years of experience in the telecom industry and a deep understanding of both technology and business operations, Vesa helps organizations bridge innovation with execution to achieve sustainable results.



Before establishing Muru Advisory Partners, Vesa built an impressive career with global technology leaders such as **Nokia**, **Verizon**, and **Apple**, leading high-value projects and global business operations that have shaped multiple generations of wireless technology.

Vesa began his career at Nokia in Finland, where he pioneered the company's **digital signal processing (DSP)** implementations for GSM systems. As the engineer responsible for network interoperability and over-the-air interfaces, he became the **first person in the world to experience a live GSM voice call** — a milestone in mobile communications history.

After relocating to Texas, Vesa continued to excel in engineering leadership. He initiated and implemented a critical product design change that enabled Nokia to release the first cellular phone with the **Enhanced Full Rate (EFR)** speech codec, securing Nokia's market leadership in the U.S. PCS1900 segment of the 2G GSM standard. In the 3G era, he led Nokia's **Program Management Office (PMO)**, successfully releasing multiple handsets to all major U.S. network operators. Later, during the 4G standard transition, he oversaw the **Multimedia and Audio Software domain** for Nokia's Symbian smartphone platform.

Following Nokia's exit from the handset business, Vesa applied his deep technical expertise and analytical skills to **Verizon's supply chain operations**, improving iPhone warranty claim recovery with Apple. Most recently, as a senior program manager at **Orbis Systems**, he spearheaded strategic initiatives that launched a new product line delivering **5G automated RF test systems** to Apple — generating over **\$13 million in revenue within three years**.

Today, through Muru Advisory Partners, Vesa helps international companies **optimize their U.S. go-to-market strategy**, providing **soft-landing services** that accelerate market entry, build local networks, and establish operational readiness in North Texas.

Known for **bridging engineering and business functions**, Vesa brings a pragmatic, results-oriented approach to complex challenges — enabling his clients to scale innovation and achieve measurable impact.

Education:

- MSEE, University of Oulu, Finland
- Executive Master of Business Administration Degree, The University of Texas at Arlington
- Graduate Certificate in Asian Business Studies, The University of Texas at Arlington