



Nigel Bayliff C.Eng, FIET
International Telecoms Consultancy

SIN Medida Limited

Connecting Countries and Cultures

Nigel Bayliff is the Owner and Principal Consultant of SIN Medida Limited, a consultancy business he established in 2008 to capitalise on his experience gained in over 25 years of senior technical, operational and executive roles in the global telecommunications industry.

He is strategic advisor to the founders of SourceConnect (sourceconnect.net) and senior advisor to Pro4 Solutions (pro4solutions.com), bringing his experience and network of contacts throughout global telecommunications.

Nigel also chairs the POM committee of the joint UN agencies task force looking at providing disaster relief and climate information from the global web of undersea cables.

Between 2009 and 2014, he served as Chief Executive Officer and Board Member of Huawei Marine Networks. Leading HMN from start-up through many complex system sales, the delivery of the first new subsea technology for over a decade and the development of a second phase innovative repeater, he drove the organisation to break-even in year four and its established position in the marketplace.

From 2002 to 2008 Nigel was a member of the Executive team of FLAG Telecom, where he served as an Officer and Deputy Chairman for a number of group companies worldwide. He was responsible for Construction and Operation of the FLAG Global Network, encompassing some 65,000 km of submarine cable systems connecting 40 countries.

Prior to this he held senior roles at NTL (now Virgin Media) and Cable & Wireless/Mercury Communications (now Vodafone).

Nigel is a Chartered Engineer and holds a B.Sc(hons) in Telecommunications Engineering from Essex University. He has studied International Development at INSEAD, Paris and Strategic Management at Ashridge, UK. In 2006 he was elected as a Fellow of the Institute of Engineering Technology. He was awarded friendship awards from the government of Tianjin, China in 2010 and 2013, for the development of Huawei Marine and contribution to Chinese economic development.

Registered Office: SIN Medida Limited, 25, Montgomery Road, NEWBURY RG14 6HT United Kingdom

Registered in England, Number: 06604030

VAT Registration No: 181564302