

Ross Hall joined BT in 2003, from a background in corporate venturing, to design and build BT Auto-ID Services. He has been responsible for establishing more than 20 start-ups in a wide range of industries and market sectors including retail, healthcare, technology, education and media. Mr. Hall is now CEO of BT Auto-ID Services which is recognized as the UK's leading RFID services provider having won 4 out of 5 of the UK's largest RFID projects in the last 12 months.