

Bio of Nick Desai
Co-Founder and Chairman of Juice Wireless

Nick Desai is the Co-Founder, Chairman and Chief Creative Officer of Juice Wireless. Nick is the visionary behind Juice's award winning products, exceptional customer base, and most recently, the Personal Broadcast Network concept.

Nick is a proven serial technology, internet and wireless industry entrepreneur and has been a thought leader in the evolution of mobile data services since their inception. Nick's vision of seamlessly integrated internet-to-mobile applications is realized in Juice's highly popular MobileBday.com birthday reminder service, in Juice's award winning Epi-To-Go mobile shopping list application, and most significantly in the JuiceCaster Personal Broadcast Network.

Prior to Juice Wireless, Nick was a co-founder of Lemko Corporation (www.lemko.com) – a market leader in IP based cellular infrastructure solutions. For Lemko, Nick led business development with top tier carriers ranging from Cingular to Reliance and Sprint PCS to Bharti Telecom.

Prior to Lemko, Nick was Founder and CEO of Zkey.com – a multi-award winning market leader in the personal identity management and mobile commerce infrastructure space.

Nick is a frequent speaker and author. He has spoken at venues ranging from CTIA to the Harvard Business School to the eCEO Summit. He has written a regular column for California CEO Magazine for over three years now.

Nick holds an MS in Electrical Engineering from UCLA and a BS in Electrical and Computer Engineering from UC Irvine. Nick resides in Los Angeles California and enjoys baseball, body surfing and cooking in his occasional free time.