



SOCIETY LOTTERY CONFERENCE

Launching a new call to action for society lotteries

Cancer Research UK, Angel Building, 407 St John Street, EC1V 4AD
 Friday 22nd September 2017

Sponsored by:

DynamicMobileBilling



SPEAKERS FOR THE DAY

Rory Maguire	aimm
Kate Shipley/Chris Hedley	Oxfam
Sophie Gale	Make Some Noise Global Radio
Kevin Dawson	Dynamic Mobile Billing
Mark Collins	Phone-paid Services Authority
Peter Garside	EE
Nevil Coleman	Cymba



SPEAKER BIOS

RORY MAGUIRE - MANAGING DIRECTOR - AIME/AIMM

Rory has worked in the mobile industry since 1993, creating the first shortcode text service with Orange Info to follow the pioneering voice shortcode information service, also on the same number -177. After creating strategic commercial relationships between Orange and Media companies to support their 3G Licence bid, Rory moved into mobile internet services arena with a start-up company, and then joined Three in 2002 as part of the launch team. Rory has worked in the network end of the mobile interactive services industry until he set up his own consultancy service company in 2013.

Rory has been on the Board of aimm since 2006 and stepped in as interim Managing Director of aimm in September 2013. He was offered the permanent position in December 2014. Since joining aimm Rory has worked hard on keeping aimm's Members interests at the heart of what we do, with constant and tireless dedication to ensuring that relevant Regulatory matters and changes to law offer the best outcome to the Industries in which aimm operates. These include the Payment Services Directive, Ofcom and Phone-paid Services Authority regulatory changes, updates to industry Codes of Practice and various EU Regulation.

**KATE SHIPLEY - DIGITAL FUNDRAISING OFFICER - OXFAM**

Kate currently manages new initiatives for digital fundraising at Oxfam following previous experience within the Commercial sector.

Having worked on product proposition and marketing at Sky, as well as several category management roles within retail, she actively sought a position in the charity sector. She is passionate about new technology and great user experience and works on projects to develop accessible and interesting ways for supporters to donate.

CHRIS HEDLEY - EMAIL & SMS CHANNEL MANAGER - OXFAM

Chris is an Email and SMS marketing specialist with experience in the Retail and Charity sectors. Having learnt his trade at Argos, this fast-paced environment gave a wealth of learning opportunity in developing high performing communications to customers.

Following a couple of other moves he now works with Oxfam delivering a supporter-centric email and SMS programme.

SOPHIE GALE - ENTERPRISE DIGITAL SERVICES MANAGER - GLOBAL RADIO

Sophie manages the premium rate SMS activity across all of our Global radio brands, coming up with ideas and mechanics, implementing these ideas, making sure that they work on air, and then analysing them afterwards!

Having previously spent a year and a half working in Bauer's SMS team, Sophie's experiences has given her a great understanding of what works well with listeners, of compliance and regulations, and an understanding of the importance of tailoring competitions and campaigns to your brand and audience.

KEVIN DAWSON - CEO - DYNAMIC MOBILE BILLING

Kevin Dawson is CEO at Dynamic Mobile Billing, a global technology provider of multi-channel engagement and payment solutions with offices in 13 countries, operations in over 27 countries and a turnover in excess of £100million.

He has been working in the telco and technology markets for more than 20 years where he has held senior telecommunications positions with Orange, Vodafone and Talk Talk Business; the past 10 years have been dedicated to Dynamic Mobile Billing (Oxygen8 Group).

In 2016 Kevin joined the aimm board and became chair for the Charge2Mobile working group. You can contact him at kevin.dawson@dynamicmobilebilling.com

**MARK COLLINS - HEAD OF REGULATORY DEVELOPMENT- PHONE-PAID SERVICES AUTHORITY**

Mark Collins is the Head of Regulatory Development at Phone-paid Services Authority, having been with the organisation ten years in a number of policy and industry relations roles.

Mark has the day-to-day lead on policy and regulatory strategy, and has been responsible for the last three PSA Codes of Practice, which have seen a move from prescriptive to outcomes-based regulation.

Having been approached by a number of charities and payment platforms in 2010, Mark's team set up the "SKIP" pilot, which through disapplying a specific Code requirement where charitable donation was concerned helped facilitate the rapid growth of text-based subscription donation and allowed charities to reach a new, younger demographic.

More recently Mark has worked extensively with the industry in an advisory capacity as the EU revised its Payment Services' Directive, and looks forward to working with those who now wish to develop the opportunities the revised Directive affords phone-payment.

Prior to being at PSA, Mark worked at the Home Office and as part of the production staff on various films and TV shows. <http://psaauthority.org.uk/>

PETER GARSIDE - PARTNERSHIP LEAD - EE

Peter believes that mobile technology makes the world a better place.

In 2004 he created the mobile payments and messaging aggregator, Ericsson IPX's UK division and in 2012 Peter and the leadership team sold the entity to Netsize/Gemalto. Over the following 5 years Peter was the Sales Director for a number of European countries for Netsize where he developed both the messaging and payment business.

Peter works in this industry because it makes people's lives easier and more enjoyable. It also enables the individual to be super human by using the power of mobile, and therefore achieve so much more. At its core mobile technology enables people to create, share and receive information/knowledge/opinion. Peter's job is to make these beliefs come true, and make the world a better place.

Today he is the Partnership Lead at EE, working with the aggregator community to growth the mobile payments, attributes and short code business in a safe and sustainable way.

NEVIL COLEMAN - DIRECTOR - CYMBA

Nevil Coleman co-founder of Cymba in 2006.

With 30 years working in the telecommunications and IT market he previously held senior management positions at several technology companies.

He's dedicated the last 11 years to developing Cymba to be the leading mobile marketing company in the UK charity sector. You can contact Nevil at: Nevil.Coleman@cymba.co.uk www.cymba.co.uk