

AIME 2016 Board Elections - Candidates

Nominations for the new AIME Board is now open and live until **11th March**.
Election results will be announced on the 17th March.

We ask that AIME members take the time to look through the current 4 candidates below and read their bios and manifesto's before making a decision.

When you are ready to vote please go use the survey monkey link that will be pasted on the page.

- Sponsor Members get 3 votes
- Executive Members get 2 votes
- Associate Members get 1 vote

We ask that you do not take over your allocated votes.

Candidates below are listed alphabetically:

Kevin Dawson

Paul Murphy

Ladi Sanusi

Michael Whelan

Kevin Dawson – Head of Payments

Oxygen8



Bio

Kevin Dawson is Head of Payments at Oxygen8, a global technology provider of multi-channel engagement and payment solutions with offices in 10 countries, operations in over 27 countries and a turnover in excess of £90million. He has been working in the telco and technology markets since 1995, during which time he has held senior telecommunications positions with Orange, Vodafone and Talk Talk Business; whilst 10 years have been dedicated to Oxygen8.

As a member of Oxygen8's Group senior management team, he has an innate passion for his work and understanding key business drivers to continuously deliver compelling technological, interactive and payments solutions for global clients.

Outside of work, Kevin enjoys social engagements, meeting new people and exploring new experiences. He enjoys travel as well as sport (a follower of Middlesbrough FC, former player and now fan of Ice Hockey in the UK). When not working or following leisure pursuits then Kevin equally enjoys being in the slow lane with his wife and 3 children at the family home in Durham.

Board Manifesto

Currently in my 2nd spell with Oxygen8, a global mobile payments and mobile engagement business with both a voice and mobile focus, I am Head of Payments and my role is to deliver a commercial focus to ensure we meet and exceed client expectations in line with our own business strategies and objectives. 20+ years experience and background with established market leaders such as Orange, Vodafone, Talk Talk Business and Oxygen8, I hope to offer AIME relevant viewpoints and insight, from both the UK and other international markets where appropriate, that support AIME and its members in their strategic plans and actions.

As a provider of fixed and mobile Voice services, wholesale and premium SMS aggregation, client engagement platforms and payment technology solutions on an international basis, then I have been privileged to deal with a broad diversity of clients across media, financial, broadcast, retail, mobile content and VAS sectors. This exposure provides me with a qualified, balanced and valued input to a broad range of current and emerging topics that remain relevant to AIME and its membership ongoing.

Paul Murphy – Commercial Director OpenMarket



Bio

OpenMarket EMEA Commercial Director based in London, Paul leads the commercial interests of OpenMarket with sales and account management teams primarily focused on creating and implementing both digital and traditional sales and marketing strategies within targeted sectors working with global enterprise brands. Paul also sits on OpenMarket Inc Senior Leadership Team steering global strategy and development of the organisation.

Paul joined OpenMarket 2 years ago with over 12 years of international strategic management experience. His previous roles have included Sales and Marketing Director Europe for EDC GmbH and Managing Director for Clear Vision. His responsibilities have involved developing senior relationships with some of the world's largest entertainment, retail and ecommerce companies whilst operating international supply chain operations.

Board Manifesto

I would be keen to support the AIME board, bringing a new vision and fresh approach to the industry. Having worked outside the market in highly challenging markets I am keen to help the group and membership look at the future directions.

I believe that the mix of alternative market experience and the global understanding of supporting Enterprise clients and shifting the business models of today, that I could help the AIME board in ensuring we continue to guide, develop and challenge today's approaches and align for the future development and fine tune approaches to maturing markets.

Ladi Sanusi – Operator Partnerships Netsize



Bio

Inspired by his degree in Telecommunications Engineering, Ladi has spent the past decade dedicated to everything mobile since his early days of designing mobile antennas.

Netsize, a Gemalto company, is the global leader for mobile operator micro-payment solutions and messaging services. Ladi's role within the company focuses on Market Analysis, Business Development and Commercial activities with the Mobile Networks and Regulator bodies across multiple markets. He brings with him past experiences working in Germany, Asia and the Middle – East.

Ladi is inspired by the evolution of the mobile space namely the mid-term opportunities presented by E-Money, Quasi-Physical Goods and the Payment services directive. His passion is to make sure that the entire market is galvanized to take advantage of the future for mobile.

Experience

- Working in the mobile messaging and carrier billing in Africa, Asia Pacific, France, Germany, Middle East and UK.
- Offering Carrier solutions to Mobile Networks (MNOs). Carrier solutions such as SS7 connectivity and SMS Hubbing to Tier 1 Mobile Networks such as British Telecom, France Télécom S.A & Deutsche Telekom AG.
- Working in specific verticals such as; publishing, gaming and dating verticals within App stores and in collaboration with Mobile Networks at Group level.

Board Manifesto

After spending many years in the Industry, I feel I have a good basis of knowledge and understanding of where it has been, where it is now, and where we would all like to see it go in the future. I would really like to help to move the industry to the next level in a measurable way. Joining the Board of AIME seems like the best way to do that.

If elected, I would commit to furthering our growth through the development of additional strategic partnerships, through the development of a suite of metrics to complement our principles and frameworks, and by finding ways to further the promotion of our work.

What I believe I can bring to the AIME Board

- **Fresh approach:** Fresh prospective to Board focusing on reviving commercialisation of the industry.
- **Communication:** Encouraging all members to share their perspective especially the 'quiet voices'.
- **New Competitive Landscape:** Continue to build on the efforts initiated by AIME to focus on new growth verticals such E-Money, PSD exempted services and Quasi-Physical goods.
- **Commercialisation:** Ensuring that the whole PRS value chain namely regulators, MNOs, L1s and L2s collectively understand the market in which we operate. Find new ways to work together to develop a sustainable business which enables new technology & business models whilst promoting absolute confidence in a healthy and innovative market.
- **Internalisation and outreach:** Growing the market into new verticals means, working with other groups outside the classical PRS market and, also working with industry bodies abroad to share lessons learnt and opportunities. Having these foreign and local industry bodies come in to address AIME members, so the lessons learnt can be shared and cascaded throughout the industry to fuel growth.

Michael Whelan – CEO - txtNation



Bio

After co-founding txtNation in 2002, Whelan led its strategy, sales and client services. Whelan was previously with Lightspeed Interactive, Atlanta, Ga, a leading e-commerce and consulting firm, where he worked on front end user logistics, UX and various sales projects. As well as pioneering txtNation's unique approach to simplifying SMS messaging and mobile billing solutions, Michael has been at the forefront of txtNation's sales, marketing and product development successes.

Having driven the concept creation and delivery of hundreds of mobile and e-commerce projects, Whelan is starting to be recognised as one of the most experienced innovators and marketers in this space. Today, Michael has executive responsibility for overseeing sales and marketing, working on strategic partnerships with providers and liaising with top-flight clients. He is a member of txtNation's management team.

Michael was named as a winner of the Finance Monthly CEO Award, which celebrates the success, innovation and vision of CEOs across a number of different sectors across the world.

Board Manifesto

I would like to submit my suitability for the board based on several reasons. Primarily I am a keen advocate for the industry, focusing on early adoption of new technologies and share a strong passion for mobile. Alongside this I have attended AIME events and have promoted txtNation to sponsor at various membership levels over the last several years. Due to the nature of the verticals I work in, I can cross promote AIME and its benefits through these channels. Namely iGaming, Social and gaming.

I believe AIME would benefit with my representation from my extensive knowledge of international markets, working with the networks directly, having overseen over 40 mobile billing operator interconnects.

I have been actively involved in the UK market for over a decade and understand both the B2C requirement for services such as Payforit and the compliance requirement. I am a believer in constant evolution of the payment experience, namely operator billing and deploying this in growth areas, for example physical product.

Further, I have experience in B2C and B2B sectors, helping launch services for well known household brands for short codes and Payforit. e.g Pizza Hut, Cadburys, Xbox. More recently, I led the project to connect to all UK mobile operators directly.

Before CEO of txtNation, I worked in telecoms, user interface, credit card and alternative payment options.