

AIMM 2018 BOARD - CANDIDATES

This year's aimm Board elections carried eight vacancies as a result of confirmation of our constitution and early resignations of Paul Murphy and Edward Boddington. We have had five nominations for these eight vacancies and so there will be no necessity to run a vote.

We are pleased to announce that our five nominated members are duly elected to the Board and the aimm board now comprises of:

CANDIDATES

- Kevin Dawson - Dynamic Mobile Billing
- Abi Hillman - ITV
- Jonny Brown - SB7
- James McFarlane - PM Connect
- Oliver Cooke - IMImobile

KEVIN DAWSON - CEO OF DYNAMIC MOBILE BILLING



BIO

Kev Dawson is CEO of Dynamic Mobile Billing (previously Oxygen8 Group), a global technology provider of multi-channel engagement and payment solutions with offices in 14 countries, operating across more than 50 mobile operators and with a turnover in excess of £100million. 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 Dynamic Mobile Billing.

He has an innate passion for his work and in understanding key business drivers to continuously deliver compelling technological, interactive and payments solutions for global clients.

Outside of work, Kev enjoys social engagements, meeting new people and exploring new experiences. He enjoys travel, sport and being in the slow lane with his wife and 3 children at their family home in Durham.

MANIFESTO

With 20+ years experience and a background with established market leaders such as Orange, Vodafone, Talk Talk Business and Dynamic Mobile Billing (Oxygen8), if elected for a 2nd term on the aimm board I would offer the organisation and its member's relevant viewpoints and insight from both the UK and other international markets where appropriate. I would like to think I champion a fair balance in the needs of a safe and sustainable marketplace, as well as working conditions and practices that allow merchants to grow and develop our industry.

As a provider of fixed and mobile voice services, wholesale and premium SMS aggregation, direct carrier billing solutions, client engagement platforms and payment technology solutions on an international basis, then I have been privileged to deal with a broad diversity of clients and service types.

This exposure provides me with a qualified, balanced and valued input to a broad range of current and emerging topics that remain relevant to aimm and its membership ongoing.

I feel aimm serves a unique and required function in co-ordinating industry views and challenges, to deliver solutions to the betterment of both industry and its members across the value chain. As the mobile landscape evolves, I feel I can make a valued and ongoing contribution to the progress of aimm moving forward.

ABI HILLMAN - INTERACTIVE OPERATIONS MANAGER - ITV



BIO

As Operations Manager at ITV, I am responsible for overseeing a wide range of interactive campaigns across all of ITV's programme schedule.

I have over 10 years' experience at TV broadcasters, where I have worked with a broad range of Telecoms and Mobile suppliers across hundreds of paid and free competitions and votes.

I have also managed multiple high profile broadcast charity campaigns on ITV such as Soccer Aid and Text Santa.

In this role I have been responsible for developing industry-leading processes for managing these broadcast campaigns and I have set up a customer care team to manage interactive queries.

I have contributed to the launch of new digital platforms including the innovative ITV competitions portal on which we invite micropayments via PayPal and Direct Carrier Billing as well as traditional phone and SMS.

My team has helped ITV to lead the field in voting apps which have increased our reach to viewers, giving a wider and younger audience more ways to interact with ITV, and our partner brands more ways to reach them. Most recently, my role has involved the inventory of customer data retention, and the roll out of GDPR processes to continue to manage customer data and trust.

MANIFESTO

I want to join the aimm Board to bring the insight from my experience with ITV and its customers to a wider audience.

To share and continue to ensure industry best practice with industry colleagues, and to ensure that aimm continues to be at the forefront of thought leadership in offering fair and compliant premium and charity services across all platforms.

JONNY BROWN - DIRECTOR - SB7



BIO

Jonny is a director and co-founder of SB7 Mobile Ltd, a Level 2 provider specialising in the creation of contents services and apps using targeted mobile marketing campaigns. He has over 25 years' experience in the industry across voice, text and carrier billing solutions, working on diverse promotions with print, broadcast and online advertising partners in a number of international markets, including Latin America where Jonny lived for a number of years.

Jonny contributes regularly to industry forums and aimm working groups, having been a member since 2010.

MANIFESTO

aimm takes its membership from all sectors of our industry and is at its most effective when it can represent all interests to improve the industry for stakeholders and consumers alike. I want to actively contribute to ensuring all members' interests are served as the Board drives the three key themes of aimm's current strategic plan forward.

There needs to be more of a joined-up approach on compliance and enforcement between the regulator, MNOs and compliance monitoring houses. All stakeholders have a role to play in order to create the conditions to achieve such an approach and aimm is perfectly placed co-ordinate this.

Innovation in both marketing and content drives growth. We need to work on creating a dynamic environment that promotes an industry that is open to new concepts and encourage new entrants. We should also ensure that our success stories are well documented and positively promoted online.

JAMES MACFARLANE - CEO - PM CONNECT



BIO

James is the founder and CEO of PM Connect - named the UK's 11th fastest growing tech company in 2016. Operating both in the UK and internationally the company focuses on bringing high quality content and blue chip brands to the markets it engages in. In 2016 he was named the Natwest Boost Innovation Entrepreneur of the Year and in 2017 was named Scale-Up Entrepreneur of the Year at the Great British Entrepreneur Awards.

James has experience in working with various stake holders in the micropayment sector to bring in innovative and new brands to market pushing mobile payments forward. He actively engages in aimm working groups and co-chairs the Consumer Journey working group.

MANIFESTO

I am keen to work with aimm members to help grow the mobile payments market in a sustainable manor. I believe in order to do so we need to look at attracting more brands to move into the market as well as different sectors such as ticketing.

As an existing mobile payment provider who has had the privilege of working with a range of different services, I recognise the importance of both supporting the business models of today as well as evolving the industry further to support more diversity in revenue and payment options. I intend to use my position on the aimm board to engage with all stakeholders to help us set the scene for what we want our industry to become for everyone involved."

OLIVER COOKE - HEAD OF PAYMENTS - IMIMOBILE/TAP2BILL



BIO

I have broad Telecoms industry experience having worked closely with a variety of mobile network operators, handset manufacturers, content suppliers and brands globally over the past 15 years. I am currently Head of Payments at Tap2Bill, a group company of IMLmobile where I have worked for the past 10 years.

Tap2Bill are an L1, providing payment solutions to a broad range of L2 merchants focussed mainly on the UK market, but looking at expansion into international markets where IMLmobile has a strong foothold.

MANIFESTO

I seek to provide a healthy market for those looking to offer phone-paid solutions to consumers in the UK. I believe the key to this is through industry led initiatives to improve overall levels of service compliance, consumer education and access to suitable tools to enable users to self-help rather than escalate to their network provider and/or the PSA.

My hope is that as an aimm board member I can lead by example and actively encourage industry to find solutions to some of the current challenges we collectively face.