Meet our 2019 aimm Board Candidates

This year's aimm Board elections carried eight vacancies. We have had six nominations for these vacancies and so there will be no necessity to run a vote.

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

CANDIDATES:

Caroline Press	Three UK
Claire Taylor	Telefonica
Chris Newell	BillMobile
Alan Partington	Telecom2
Eric Feltin	Atlas Mobile
Rob Weisz	Fonix

They will be joining our existing Board:

Neil Johnson	aimm Chair
Kevin Dawson	Dynamic Mobile Billing
Abi Hillman	ITV
Jonny Brown	sb7
James Macfarlane	PM Connect
Oliver Cooke	IMImobile

Co-opted Members:
Joel Stern	Global
Alex Haffner	Fladgate LLP

<u>Caroline Press - Three UK</u>

Bio

Caroline is a pro-active, innovative professional with over 20 years' experience in the Telecoms industry. Throughout her career, she has gained a wealth of knowledge in the fields of SMS, finance and networks. Caroline moved from O2 to Three UK in September 2017 to take on the role of Payment Services Product Manager. Within this role Caroline is focused on improving processes, account management and compliance for carrier billing. In her current role Caroline has managed to improve customer care reporting, update processes and to actively encourage more dialogue between networks, L1s and merchants in order to achieve the best services for her customers. Caroline was a key panellist at World Telemedia 2018 discussing the benefits of carrier billing for consumers.

In her spare time, Caroline spends a great deal of time with her 19 year old son, 8 year old twins and her husband in their home town in Buckinghamshire. In addition, she enjoys the theatre, sewing and applying her creative flair to a number of craft projects.

Manifesto

Having 20 years experience in telecoms and being part of SMS whilst it was in its infancy, she is well placed to identify and address the benefits and pitfalls in the market. She is also applying this key learning to the carrier billing world. Caroline has a real focus for finding the best services for customers and ensuring they have the best possible experience. Caroline would like to continue engaging with all levels of the industry to expedite getting the best services to our customers in the right way. Caroline is investing time in 2019 to look at fresh ideas, new verticals and concepts in a bid to continue to wow and delight Three UK customers.

Claire Taylor

Bio

I'm the payments Lead for O2 Commerce, leading a team of Digital product managers across a number of payment products, including Premium SMS, Premium Voice, Charge to Mobile and SIP Voice services. With 18 years' experience in the Telecoms industry, 11 years within the fraud arena, managing Payments Fraud, ID fraud and arbitrage and 7 years specifically focussed in the Payment ecosystem, I have had wide involvement in consumer, partner and merchant opportunities and challenges. The last 4 years have involved the architecting, shaping and continued evolvement of our Charge to Mobile Bad debt solution to ensure O2 can optimise the commercial opportunity, for all in the value chain.

I've led numerous project delivery's for O2: iTunes App store launch on Charge to Mobile, applying Machine Learning capability to our real-time payments bad debt solution, innovative consumer Charge to Mobile campaigns and championing the business to support regulatory change. I'm passionate about driving consumer awareness and trust in Premium Rate Services and supporting all industry initiatives that allow us to achieve that. Excited to explore new sector opportunities for all, that will enable the growth of carrier billing.

Manifesto

There's never been more of an exciting opportunity to launch carrier billing into the consciousness of consumers, than now. As the regulatory environment continues to focus, so must we, to seek out those new sectors, identify those new markets, sell the conversion story, champion the customer experience and drive growth. With the wealth of skills, knowledge, expertise and understanding across the entire eco-system that members hold, we can combine and channel this, to sell our story. It's time to be heard.

Chris Newell

Bio

Chris is CEO of BillMobile, which operates several Carrier Billing platforms, including ImpulsePay, Donr and Mobile Refunds. Chris was previously a board member for 4 years, which included being Vice Chair before stepping down in 2017. Chris also chaired the Payforit working group for nearly 5 years.

Chris has a keen interest in carrier billing technology and emerging opportunities. In 2018, he launched Mobile Refunds to enable companies to refund payments direct to a phone bill, quickly and easily, along with expanding Donr to 400+ charity clients.

During his tenure as CEO of ImpulsePay, Chris led the industry through many of the early iterations of Payforit. This experience has given him extensive knowledge of the MNOs, the PSA, the audit companies and other regulators such as the FCA, ICO and ASA.

Manifesto

If elected to the aimm Board, I intend to focus on three opportunities:

e-Money Services

The premium rate industry is restricted to digital only services under PSD2. This severely limits our ability to innovate and expand. Following my extensive discussions with MNOs, this can now be challenged to open up new opportunities for AIMM members to charge any purchase to a mobile bill.

Working together with members, I would like to expand our industry into areas beyond the digital only services we are currently constrained by.

Carrier Billing Incentives:

The UK incentives market is worth £940m per year. Using Carrier Billing, companies can add credit to a user's phone bill quickly and easily, making it an ideal mechanic for small value incentives.

Initially, I would like to work with AIMM members to improve the refunding experience, using crediting technology. This will make the refund experience significantly easier and improve the process for all parties involved.

Charity Donations

The charity market is a significant, underserved opportunity for showcasing the benefits of mobile payments and building confidence in our industry. I'd like to use my expertise to help aimm members benefit from charity donation technology.

Alan Partington

Bio

Alan is currently working in Telecom2, who are a voice network carrier with offices in London and Spain. Through the group of companies our focus is to at the forefront of technology, specialising in VoIP B2B and call centre solutions. We also specialise in micro payments across mobile, card services and age verification

Alan has a broad church knowledge of the Telecoms Industry. Previously he worked for BT for 40 years in a variety of roles, mostly in wholesale and for the last 10 years developed and managed the AIT process, dealing with most of the network operators and organisations such as OFCOM, PSA, LEAs and TUFF and won awards for his work.

Now, with Telecom2, Alan deals mainly with contract, legal and regulatory matters but still becomes involved with AIT when necessary. Other CPs often seek Alan's advice. Alan has been a member of the AIME Board representing the voice sector for some years.

Manifesto

Alan takes an interest in all aimm's work but the main focus at the moment is supporting the industry group looking at some of the commercial aspects of the Interconnect agreement, particularly the AIT process, identifying issues, their causes and possible solutions. This includes presenting a case to OFCOM, seeking their support in resolving the issues. The aim is to facilitate dealing with actual AIT, reducing the level of spurious claims and smoothing cash flow to CPs and their clients.

Eric Feltin

Bio

Eric Feltin is founder and COO of Atlas Mobile, an online marketing company, selling digital, physical, and financial products and services worldwide. He has worked in premium-rate for nearly 19 years, been on the aimm Board for nearly 5 years (4 years as Vice Chair), and been on the PSA Industry Liaison Panel (ILP) for over 3 years.

Outside of premium-rate, Eric is also Chair of a substance misuse charity, Blenheim CDP, which has played a key role setting the UK's drug and alcohol strategies. In April Blenheim CDP will merge with Humankind. At which point, Eric will be Vice Chair of a nearly £50m combined charity, providing safe homes, health provision and services.

Eric has a first from MIT and a patent in peer-to-peer computing.

Manifesto

aimm is a broad church, with members spanning from MNOs, to impulse-purchased consumer goods merchants, to broadcasters and publishers, to charities. Each of these has different priorities. The industry works best when we work together – being aware of and respecting each other's hot buttons and red lines.

I will continue to push for open dialogue across the industry. In the various forums within which I participate, I will continue to push robustly for the best outcomes for the whole industry. Together these will help grow our industry– both within existing verticals, but into new markets as well. To support this focus I am Vice Chair of the new Internal Standardisation and External Education (ISEE) working group.

Rob Weisz

Bio

Working for businesses such as Thus, Redstone, O2 & Mobile Interactive Group and now the CEO of Fonix, Rob has over 17 years' experience overseeing some of the largest interactive messaging and mobile payment campaigns in the UK across Media, Telecoms and Technology sectors.

Manifesto

Having been an active aimm Board member for the past 6 years and Vice Chairman for the last 4 years, Rob has been very involved in guiding, advising and shaping the industry through the value chain across all the sectors and industries that aimm represents.

Rob is the current Chair of the Charities Working Group having supported the organisation driving Gift Aid declarations and general service optimisation which has allowed the Charity industry become the fastest growth area for mobile billing in the UK. Rob hopes to continue to drive consumer confidence and drive innovation through aimm for the mobile and telecoms payments markets.