

Board 2021 Candidates

Under aimm's constitution, our Board is made up of democratically elected representatives from our membership. Additional people who the Board determines will provide valuable additional expertise may also be co-opted in as required.

The purpose of aimm's Board is to ensure that the organisation serves its mission, its finances are in good order, its direction is set or altered to cater for changes in the Members operating environments and it is the mouthpiece of individual and collective Members. The Board makes decisions that affect aimm as a collective.

The Board exists to ensure that all of the stakeholders – aimm Members' – interests are being upheld. It is for this reason that we bring in expertise from sectors of the membership, to ensure the right balance of expertise.

Please see below the candidates applying for a Board position this year:



Naomi Hone - EE

Charge to Bill Manager

I have always been an active, enthusiastic and vocal member of AIMM, and would love the opportunity to bring my enthusiasm and passion for this area, to which I have dedicated my entire career, directly to the Board.

My goals would be to work with AIMM, and industry, to help further promote and build customer trust in Charge to Bill as a payment mechanism, and to further expand and grow the market into new, as yet untapped areas. There is a lot of change on the horizon, and I believe that my extensive knowledge, history and experience will be invaluable to AIMM at this crucial point in time. Through my expertise, I believe I would be able to assist AIMM in creating a strategy to steer the market in the right direction and build a payment mechanic and customer experience that beats all others.

I have over 20 years' experience in the Charge to Bill market, starting my working life at Orange in 2001 when we first launched premium SMS. Being with the team since its infancy has given me a depth of experience, and I've worked closely with, and helped to connect, many of the Partners and Merchants who still operate services on the EE network today.

During my early years, I was integral to Orange launching further 3rd party billing capabilities in the form of MMS short codes, voice short codes, and the Direct Billing API, as well as helping to define the strategic direction for the product. I also led the project to deliver a crediting API for the first ever cross network mobile crediting campaign for Coca Cola; 'Gimme Credit'. Over the years, I have worked on numerous cross network projects that have helped shape the industry, always with the aim of striking the difficult balance between 'doing the right thing' for the customer and trying to grow the revenue.

Internally, my more recent highlights have been the launch of a Charge to Bill service checker on the EE website; delivering a number of significant improvements to our CS processes and tools (including writing and starring in a Charge to Bill training video!); organising and running a number of roadshows at EE call centre sites to help educate our agents and promote Charge to Bill.

I have always been seen as the internal champion for Charge to Bill, engaging different areas of the business and shouting about our launches and achievements in the market, so that our internal stakeholders get to hear about the good stuff. Over the last couple of years, our team has worked tirelessly to ensure that our customers have a great experience when using Charge to Bill. This has paved the way for mobile payments to compete with better known, or established payment methods. We have reduced customer complaints to an all-time low and driven up customer NPS, whilst growing the revenue significantly, and have brought on board services that we are proud to promote to our customers and internal stakeholders.



Ana-Rosa Broster

Telefonica

Senior In-life Product Manager

I'm passionate about improving the customer experience of charging content and services to mobile phone bills and would like to work with AIMM and industry to continue to improve and adapt to how we engage with customers.

Our experience shows that customers who have a good experience continue to use this method of payment going forward and we can learn from this to improve the experience across the board. Over the next year there will be significant change to regulation and standards, I'd use my experience to help AIMM achieve a balance to help promote growth within a clean market.

There are still new sectors with potential for growth in micropayments I look forward to exploring this with AIMM and open up new opportunities.

I am a Senior In-life Product Manager in the O2 Commerce team, working across a number of payment products including Charge to Mobile, Premium SMS, Premium Voice and SIP voice services. I have over 9 years experience in the Premium Rate Services industry having spent time working at an L1 aggregator and over 5 years in my current role at O2.

Within this current role, I have worked to support the continued evolution of payments services in O2, focusing on improving the customer experience as well as balancing compliance requirements. I have led and been integral to numerous projects: Premium Service Checker, giving O2 customers more information on charges on their bill, Enhanced payment flows, listening to customers feedback and implementing changes to payment flows that reduced complaints significantly and led a cross-network project to combat phishing by SMS.

Looking forward to working with industry on new growth opportunities while increasing customer understanding and trust in using their mobile phones for payments.

I have also been actively involved in STEM mentoring, encouraging more girls to consider careers in technology and I was honoured to win a TechWomen50 award in 2017 celebrating emerging female talent in tech.



Rob Weisz - Fonix

CEO

Having been an active aimm Board member for the past 8 years and Vice Chairman for the last 6 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.

Working for businesses such as Thus, Redstone, O2 & Mobile Interactive Group and now the CEO of Fonix, Rob has over 19 years' experience overseeing some of the largest interactive messaging and mobile payment campaigns in the UK across Media, Telecoms and Technology sectors.



Alan Partington

Telecom2

Compliance Manager

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.

Alan works at Telecom2, who are a voice network carrier with offices in London and Spain. Through the group of companies their focus is to be at the forefront of technology, specialising in VoIP B2B and call centre solutions. Telecom2 also specialise in micro payments across mobile, card services and age verification. They have achieved PCIDSS and ISO 27001 certification.

At 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 AIMM Board representing the voice sector for some years. Alan assists the smaller Communications Providers with the Reviews of the Standard Interconnect Contract and is currently looking at commercial aspects of the forthcoming move to an all IP Network.

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.