








GSMA Seminar – Rich Communications: can you afford not to joyn?

26th February 2013 – Speaker Bios



<p>Welcome</p>	 <p><u>Catherine Haslam</u> Ovum</p>	<p>Catherine Haslam, Senior Analyst, Telecoms Wholesale</p> <p>Catherine Haslam is a Senior Analyst at Ovum and specializes in the issues facing mobile operators in developing international service capabilities. This includes coverage of the future of international retail and wholesale voice services, IP interconnection and interworking, and rich communications.</p> <p>Catherine has worked in the telecoms industry for 15 years and joined Ovum following a period as a freelance analyst and journalist. During this time she helped develop an entertainment-focused practice at analyst firm STL Partners and set up the Asia arm of the Light Reading news service.</p> <p>Prior to this she worked for the GSMA where she was responsible for setting the agenda for the Mobile World Congress, providing background research to the management team and advising on a number of initiatives including SMS and roaming hubbing and IP Interworking. She also held senior editorial roles including Group Editor for Mobile Europe.</p>
<p>Setting the context of the industry</p>	 <p><u>Frederic Huet</u> Greenwich Consulting</p>	<p>Frederic Huet is the founder & managing partner of the Greenwich Consulting office in London. He is an experienced management consultant with over 15 years of experience in the telecoms and IT industry, having worked at Nokia and American Management Systems before taking up his current role in 2006. Frederic has led multiple project engagements across Europe and Asia for major industry players, specialising in strategy, marketing, acquisition strategy, investments and mobile financial services. His expertise in the areas of mobile, digital money and advances in mobile payments means that Frederic often speaks at key industry events and is regularly quoted in press articles. He holds an MBA from INSEAD and an engineering degree from ENSEM in France.</p> <p>He is a regular contributor to print and TV media such as Reuters, FT, NYT, BBC, The Guardian, quoted over 200 times in the past 12 months. He also wrote multiple White Papers, most recently co-authoring a Digital Payment paper with law firm Olswang.</p>
<p>Future Communications on an all IP network</p>	 <p><u>Matt Bailey</u> AT&T Mobility</p>	<p>Matt Bailey is Director of Marketing for AT&T Mobility, responsible for the Messaging product portfolio and leading the evolution to IP interoperability for all core communication services. Matt joined the AT&T family in 2001 and has had a number of diverse roles across Information Technology, Product Realization, and Consumer Marketing teams. Being accountable for the Messaging product portfolio, Matt leads the Product Marketing teams for SMS, MMS, Mobile Email and the evolution to IP Messaging. In addition Matt leads the team working on “AT&T Messages” – an application that enables AT&T customers to send and receive messages from the web or tablets using their mobile phone number. In leading the evolution to IP interoperability, Matt is championing the enablement of future services such as IR92 VoLTE HD Voice, IR94 Video Calling and OMA CPM IP Messaging for global interoperability.</p>

<p>RCS ecosystem update and business case</p>	 <p><u>Attilio Zani</u> GSMA</p>	<p>As Senior Director of Market Development at the GSMA, Attilio is responsible for accelerating the adoption of new services and technologies across international markets, brokering worldwide mobile inter-operability.</p> <p>Within his role, Attilio leads a global team of Market Developers driving Rich Communication Services forward. The Rich Communication Services programme assists operators to collaborate around a standard for IP Communications and drive interoperability and therefore “reach” for subscribers and the wider ecosystem.</p> <p>Since joining the GSMA in 2004 Attilio has significantly participated in key initiatives such as the acquisition and re-launch of the Mobile World Congress, the creation of MoFilm with Sundance, 2D barcode ecosystem, the GSMA’s Spam Reporting Service and the creation of a global platform for the allocation of IMEIs.</p> <p>Prior to this, Attilio headed up business development within a number of start-ups in the digital and consulting field, pulling from his previous business experience at The Economist and Reed Elsevier.</p>
<p>The consumer perspective</p>	 <p><u>Philip Cooper</u> Context Consulting</p>	<p>Philip is a Director at Context Consulting, a London based growth consultancy that helps organisations increase revenue through innovation, portfolio optimisation, increased recommendation, and market opportunity identification. In partnership with Vodafone Group, Philip and the Context Consulting team have developed the global User Trials program, a holistic approach to testing products and services. These trials continue to deliver clear insights and recommendations to varied stakeholders across Vodafone Group and Op-Cos in a range of markets.</p> <p>He has worked across five continents in the past twelve months, for clients such as Everything Everywhere, Nokia, Skype, Ubuntu, as well as directing the SkyTeam Global Customer Experience program. His academic background includes a Business degree followed by three years research and lecturing in Marketing.</p>
<p>Options for ‘Opportunities for differentiation’</p>	<p><u>Catherine Haslam</u> Ovum</p>	

**Building brand
relevance**



Mark Kaplan
Soli United

Mark Kaplan is the Founder and CEO of Soli. Soli produces trusted messaging services for enterprise and network operators worldwide.



Through Soli's multi-channel messaging platform operators and enterprise marketers have the ability to connect directly with consumers via the mobile, social, and any accessibly programmable channel. Soli's global ecosystem of certified direct connections consolidates data and synchronizes user interactions to enable intelligent consumer engagements, new profit centers for operators and marketing efficiencies for enterprises.

Prior to Soli, Mark's most recent strategic accomplishment is designing and implementing P&G Global Business Solutions¹ original internal enterprise architecture for mobile marketing and strategic approach to the ecosystem. Mark's technical accomplishments include the recent launch of operator statement deposits with Pampers, AT&T and Cincinnati Bell. This proprietary methodology enables the direct deposit of promotional discounts on mobile operators¹ billing statements.

Previously Mark founded and created ShopText, Inc., a leading provider of SMS-based physical good purchases, samples and coupons in the United States. Prior to ShopText, Mark conceived, managed development and commercialization for PayPal's Text2Buy and Text2Give products. ShopText and PayPal Text2Buy are the true direct response mobile platforms for physical goods commerce.

Prior to his time as a marketer, Mark was a Partner at Anomaly Communications, a multidisciplinary product development firm and advertising agency. At Anomaly, he was responsible for mobile advertising and brand strategy. His accomplishments at Anomaly included the management of ESPN Mobile Publishing, including the creation of ESPN 3GTV brand (now ESPN MVP), Fanarchy and the company's overall mobile marketing strategies from 2005-2007. He also launched the mobile efforts for Lifetime Television, Nike's Jordan Brand, MAXIM Magazine, rock band Fall Out Boy and country music legend, Tim McGraw.

Mark is a global industry thought leader with positions in the East West Institute's Cybersecurity Initiative, membership with Association of National Advertisers¹ Mobile Marketing and Digital Marketing Committees; and CTIA where he created the usshortcodes.com connectivity index and recent update to connectivity guidelines. He is a frequent speaker at mobile, advertising and financial industry trade events.

<p>Building brand relevance</p>	 <p><u>Tom Daly</u> Coca-Cola</p>	<p>Recognized in 2009 by OMMA as an Online Marketing “All Star”, Tom Daly has been a member of The Coca-Cola Company’s Global Connections team since joining the company in 2005.</p> <p>At Coca-Cola, he leads the company’s corporate efforts for mobile, search and iAgency management. He’s contributed to many of the company’s highest profile programs such as the 2012 London Olympic Games, which was recently honoured with a Mobile Bronze Lion from Cannes.</p> <p>Active in industry trade groups such MMA (past Global Vice-chair) and MEF (global board), Tom works to advocate responsible and informed use of technology as a business and brand building capability.</p> <p>Tom lives in Atlanta with his wife and four children who have endured his extensive international traveling and inspired occasional tweets as @TravelingParent.</p>
<p>Building brand relevance</p>	 <p><u>Isabelle Cinquin</u> L’Oreal</p>	<p>VP Digital Business Development at L’OREAL group I am driving Customer Marketing Strategies for cutting edge brands considering mobile media and lifestyle in their positioning.</p> <p>I have above 20 years’ experience with innovative organizations, such as Apple, in managing multi-channel customer-growth strategies to achieve engagement, intimacy, loyalty and advocacy of the customer base with a quantifiable impact on business profitability and growth.</p> <p>I am launching the first L’Oréal Apps and eBusiness Center Excellence, creating a unique specific ecosystem supporting B2B2C ebusiness and mobile marketing initiatives for above 30 brands.</p> <p>My role is instrumental in transforming marketing and sales in fast-paced environments, in developing ebusiness, mobile, social and geo- marketing and cross-channel customer management to support best in-class customer experience across all interactive touch points.</p> <p>Experienced in working and living abroad, trilingual – English, German, French – I am passionate about building cross-cultural business bridges and multi-disciplinary collaborative teams, delivering innovative large-scale programs, from planning to execution</p>

**Building brand
relevance**



[Martin Lange](#)
Ogilvy

As Executive Marketing Director Martin is part of the management board for OgilvyOne New York. He leads and oversees digital programs for international key accounts as well leading the global mobile practice across the Ogilvy Group, Mobile@Ogilvy. In his role as lead for the mobile practice he is responsible for integrating mobile marketing programs into the business programs for Ogilvy's global clients. He acts as business lead, coach and strategist both for internal stakeholder as well for clients.




Martin joined Ogilvy New York in Summer 2010, prior to which he was Managing Director of argonauten G2, Berlin, where he started in 2002 as digital project manager. He later became account lead for clients like Bacardi and Bayer-Schering helping them gain international digital standing. After having spent one year as external consultant for e-communications at Coca-Cola Germany, he thereafter led the Berlin office to become their lead digital agency in Germany.



In his career Martin led international digital accounts and initiatives for brands like Coca-Cola, Pernod-Ricard, Volkswagen, Allianz, UBS, Grohe, DuPont and British Airways. Specifically he led Coca-Cola's first ever loyalty platform project CokeFridge (the blueprint for the US mycokerewards.com), Coca-Cola's global digital campaign platform for the Soccer World Cup 2006, the global website launch for Volkswagen in 2008/9 as well as the critically acclaimed "Digital Concert Hall" for the Berlin Philharmonics. At Ogilvy Martin has been responsible for the launch of the global DuPont digital platform launch early in 2012. He also leads the British Airways account in North America.



Martin holds a degree as "Diplom Kaufmann" (equivalent to MBA) from the Westfaelische-Wilhelms Universitaet in Muenster, Germany.

His speaking engagements around the digital landscape and mobile marketing specifically range from the Cannes Advertising Festival, AdTech San Francisco to Harvard Business School. He is a published author and winner of WPP's Atticus Award.

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<p>Building brand relevance</p>	 <p><u>John Grumitt</u> International Diabetes Federation</p>	<p>John is Vice President of Diabetes UK and the International Diabetes Federation, serving on various committees, including the Organising Committee of the World Diabetes Congress in Melbourne December 2013. In 2009, John was appointed to the programme board of the UK's Department of Health's Strategic Commissioning Development Unit and is a regular contributor to innovation and policy reviews. He is a leading advocate of the patient consumer perspective in health design, delivery and performance.</p> <p>His work in transforming healthcare to be based around the patient has led to numerous awards and references in publications that can be seen at www.metapathsolutions.com.</p> <p>More recently, in his role as President of Platform Health, John has been working with a number of organisations including the WHO, ITU, WEF and GSMA to drive the collation, analysis and application of health data to improve decision making, importantly, building on what has been done in more innovative market settings.</p> <p>A chartered accountant and graduate of the Wharton Business School, Philadelphia, beyond healthcare, John's career has centred on building consumer facing businesses, including GSK in Central & Eastern Europe and The Carphone Warehouse across Europe. He advises a number of healthcare organisations, consumer centric businesses and has held a number of non executive director positions.</p>
<p>Options for 'Opportunities for differentiation' Live Demo</p>	 <p><u>Craig Marshall-Nicholls</u> Jibe Mobile</p>	<p>Craig is Senior Director of Product Marketing at Jibe Mobile, the global communications cloud. He has 15 years' experience in the telecoms, media and technology industry, including previous roles with IMG Media, MCI, SNAPin Software and Nuance Communications. Craig has provided consulting and delivered solutions to many of the world's largest and most innovative media and telecoms companies including British Telecom, Vodafone, Telecom Italia, Cablevision and the BBC. Craig holds a BA in Psychology & Physiology from the University of Oxford, and an MBA with distinction from London Business School.</p>
<p>Options for 'Opportunities for differentiation' Live Demo</p>	 <p><u>Jason Choy</u> Jibe Mobile</p>	<p>Jason Choy is the Senior VP of Jibe Mobile for EMEA. In his role, he is responsible for the company's business development in the region, which includes forming new partnerships and ensuring high-quality service to existing partners. Jason brings a successful history of establishing market-leading solutions for global telecom software companies including IMG, SNAPin Software and Nuance Communications, and has previously launched innovative products with Tier 1 Mobile Operators and Telco's worldwide such as Vodafone Group, Verizon, O2, British Telecom, KPN, Telenor, Telecom Italia, Microsoft, and the British Broadcasting Corporation.</p>

<p>Operator rationale - why they have implemented RCS and how they will build upon on it?</p>	 <p><u>Javier Arenzana Arias</u> Telefónica</p>	<p>Javier Arenzana is the director in charge of Rich Communication Services for Telefónica. He is also member of the Leadership Team of the RCE initiative of the GSMA.</p> <p>He joined Telefónica in 2000 from McKinsey & Company and has held different management roles within the Group: Strategic Planning at Telefónica Data, Strategy Director at Telefónica SA, Commercial and Marketing VP at Meditel and Business Development Director at Telefónica Spain.</p> <p>He holds an MBA from INSEAD.</p>
<p>Operator rationale - why they have implemented RCS and how they will build upon on it?</p>	 <p><u>WooYong Choi</u> SK Telecom</p>	<p>Wooyong Choi is the Head of IMS Development in SK Telecom.</p> <p>He started to work for SK Telecom in 1997 joining Iridium technical team where he worked on Iridium messaging/data system and service development.</p> <p>1999, he moved to the Network R&D center working on IMT-2000 packet core network systems/services development and All-IP network research.</p> <p>From 2001, he has concentrated on the IMS-related R&D works and standardization activities in 3GPP and 3GPP2.</p> <p>He led the IMS commercial launch in 2004 and has been leading the development of IMS systems/services and evolution strategy. He was the chairman of the Korean Mobile IM initiative for the Mobile IM service interoperability standardization, and he led the technical standardization and interworking tests for the commercial launch in 2009. Now he is also the chairman of the Korean RCS service interoperability initiative between Korean operators and led the nationwide commercial launch in 2012. Recently, he has been elected as the chairman of the Korean VoLTE service interoperability initiative between Korean operators.</p> <p>He is currently in charge of the IMS, RCS and VoLTE project development and evolution strategies in SK Telecom.</p>

<p>Operator rationale - why they have implemented RCS and how they will build upon on it?</p>	 <p><u>Dr Solyman Ashrafi</u> MetroPCS</p>	<p>Dr. Solyman Ashrafi has spent over 25 years in the telecommunication industry. During this time he designed and built telecom networks for major operators in the U.S. and Europe. He held executive positions at Nortel Networks, Ericsson, LCC and CSC where he worked at NASA Goddard Space Flight Center and received an achievement award for a major discovery using nonlinear dynamics. In 1999, he raised \$15M from Dallas-based Venture Capital firms as well as EDS) and launched a supply chain and program management company. Prior to that Dr. Ashrafi was the CTO and founder of two startup companies in the telecommunications and software industries which were both acquired. Solyman served on the Boards of several high tech institutions and was an Adjunct Professor for the graduate school of the University of Texas at Dallas.</p> <p>Dr. Ashrafi received a Ph.D. in Applied Physics, a Masters degree in Communications Engineering, a second Masters degree in Wave Propagation and a Bachelors degree in Electrical Engineering. He authored more than 25 professional articles and book contributions including a book with foreword from Physics Nobel Laureate H. Bethe as well as a book on radiation. He is actively engaged in social physics and its applications to social and telephony graphs.</p> <p>Solyman was on the stakeholder Board of STARTech representing Nortel in 1997 and Ericsson in 1999 for their investment on the seed fund of emerging technology companies. Solyman received a major award from Governor Rick Perry in June 2007 for his invention of a new modulation technique that unleashes bandwidth providing an order of magnitude higher spectral efficiency for broadband communications.</p> <p>He is currently the vice president of Product Management at metroPCS where he oversees all products and services including Rich Communications Services (RCS), Digital Media (music & video), Financial Services, Mobile Advertising and all partnerships with content providers as well as Over The Top (OTT) providers.</p>
<p>Summary and wrap up</p>	 <p><u>Kobus Smit</u> Deutsche Telekom</p>	<p>Kobus is Chair of the cross-operator initiative establishing “Rich Communications” in general – and “joyntm” specifically - as the new operator standard for emerging (IP-based) communication services. In his ‘day job’ at Deutsche Telekom, Kobus heads the Product Management department responsible for Voice and Messaging services, which entails maintaining DT’s core communication products and delivering innovations to the national companies in the DT group. Before joining DT, Kobus was spreading ‘mobile freedom’ as CMO of Nimbuzz overseeing its emergence as one of the world’s fastest growing providers of mobile chat, messaging and VoIP calling. Earlier in his career, he headed up Farcast (a mobile start-up) and he led Product Marketing for a major Dutch energy provider. He has also held a number of positions in management- and strategy consulting ranging from large firms like KPMG Consulting to independent consulting.</p> <p>Kobus holds an MBA from the Rotterdam School of Management and degrees in Industrial Engineering. He has lived and worked in South Africa, the United Kingdom, the Netherlands and Germany.</p>