

Seminar 8: GSMA Mobile for Development Impact Workshop - Value Added Services

Tuesday 27 May 2014 - Radisson Victoria Plaza, Montevideo, Uruguay

WORKING AGENDA

Time	Discussion Topic
14.00-14.20	Welcome and delegate introductions – Julia Burchell, GSMA
14.20-14.50	M4D Impact introduction – Julia Burchell, GSMA
14.50-16.00	Exercise and discussion: Mapping pain points and solutions along the VAS value chain.
16.00-16.10	Coffee Break sponsored by Alcatel Lucent
16.10-17.40	Exercise and discussion: Partnering to progress commercially successful services with social impact.
17.40-18.10	Feedback and next steps

Workshop Coordinator: Julia Burchell jburchell@gsma.com

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Speaker Biographies

Corina Gardner, Senior Manager, M4D Impact, GSMA



Corina has been managing the development of the MDI programme since June 2010, including the programme design, external consultations and relations, recruiting, events, and partnerships. Previously, Corina's career has been focused on international development, working with USAID, State Department, and various consulting companies she has spent 8 years managing, implementing, and advising on foreign aid projects. She has a BA from University of California, Berkeley and an MBA from Judge Business School, University of Cambridge, UK.

Julia Burchell, Community Manager, M4D Impact, GSMA



Julia joined the M4D Impact after three years specialising in mobile for development and gender. During this time she supported the launch and implementation of the GSMA mWomen Programme, leading the programme's knowledge sharing initiatives and event project management. She brings a strong background in corporate communications to her work, having previously represented organisations across the telecommunications, utilities, accountancy and law industries.

Alex Smith, Community Analyst, Technical & Strategy, M4D Impact, GSMA



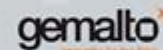
Alex joined the M4D Impact team in early 2013. He is involved in supporting all aspects of the programme, working on the programmes research agenda as well as programme management, marketing and events. Prior to joining, he worked in an international development consultancy and a social enterprise. He has an MSc from University College London and a BA from the University of Nottingham.

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