



#2: Drive Revenue with Messaging Contextual Shortcuts (MCS)

Live: Now



RCS Live
Webinar Series

Welcome





Paul Schonewald

Programme Marketing Director
GSMA

Paul joined the GSMA in January 2017 and is responsible for the delivery of Marketing activities within the Future Networks programme.

A vital programme of the GSMA's strategic focus, delivering industry scale for IP Communications and 5G while considering Network Economic challenges for the Mobile industry as it transitions to a 5G Era.

Paul has over 20 years' experience in the Mobile industry within operator and service provider environments across seven different countries, having launched many niche mobile propositions in these markets.





 Wildfire



RCS Live Webinar Series





Agenda

Time	Topic	Speaker
15.00	RCS Live Overview	Paul Schonewald, Programme Marketing Director, GSMA
15.05	Drive Revenue with Messaging Contextual Shortcuts (MCS)	Shawn Conahan, President and Chief Revenue Officer, Wildfire
15.35	Fireside Chat with Fanatics	James Revell, Vice President, Wildfire Wade Tonkin, Senior Affiliate Manager, Fanatics
15.45	Q&A	Wildfire
15:55	Closing Statement	GSMA

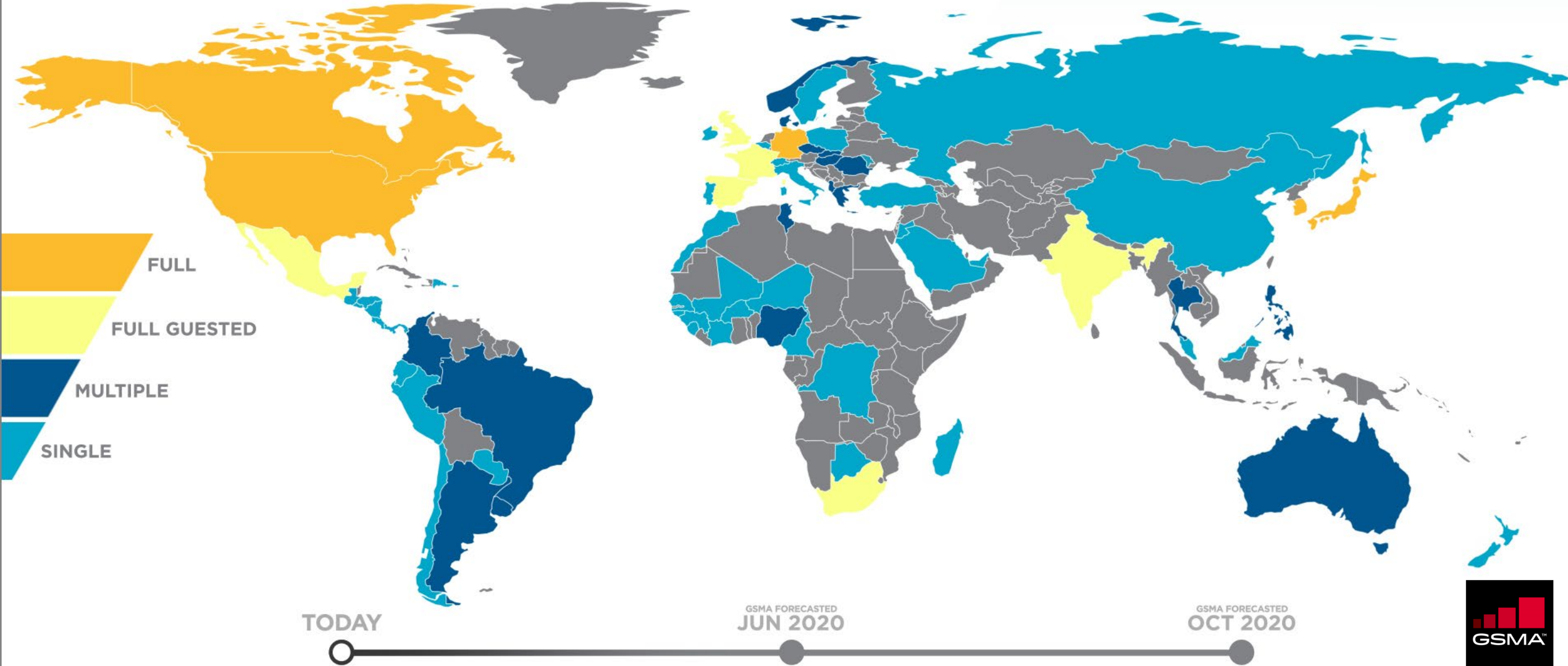


403M
GLOBAL
MAU

89
GLOBAL OPERATOR
LAUNCHES

2000M
ADDRESSABLE
MARKET

Global Stats



TODAY

GSMA FORECASTED
JUN 2020

GSMA FORECASTED
OCT 2020

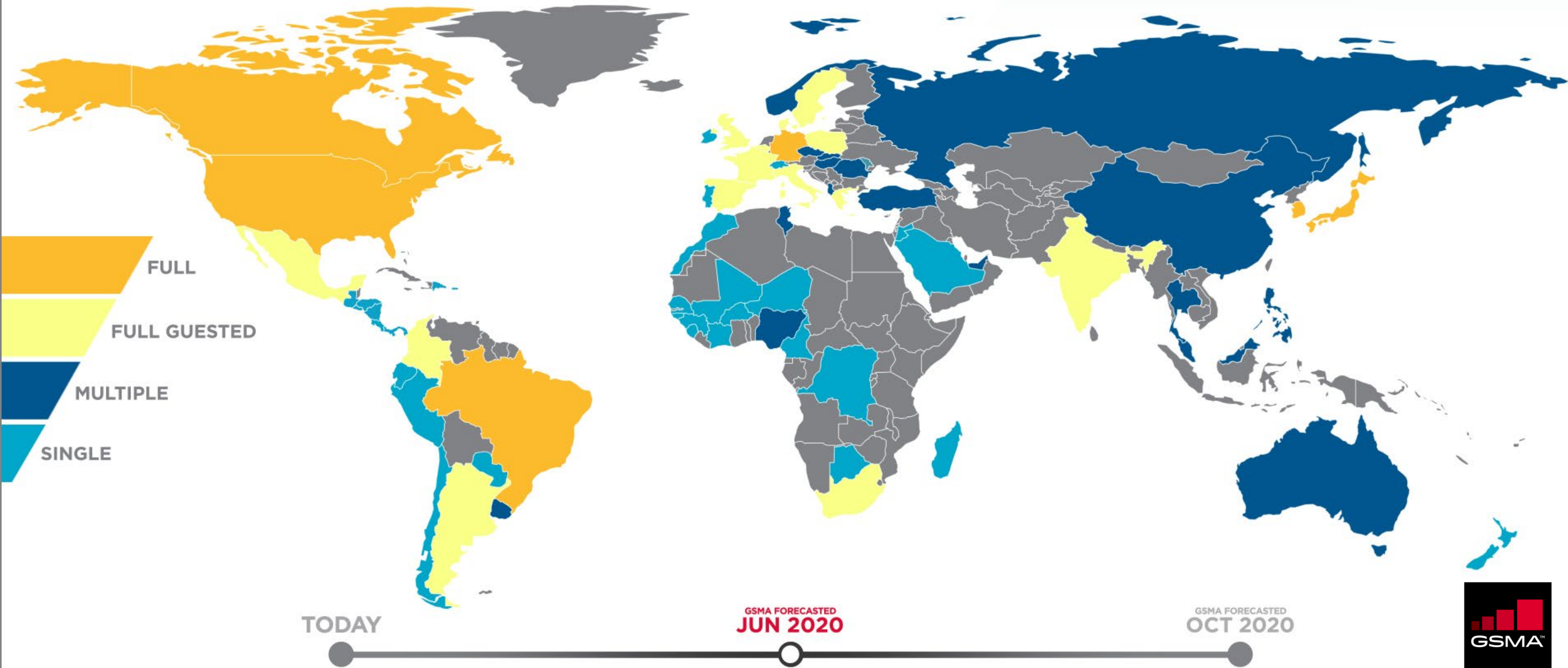


444M
GLOBAL MAU
FORECASTED

108
GLOBAL OPERATOR LAUNCHES
FORECASTED

2000M
ADDRESSABLE MARKET
FORECASTED

Global Stats

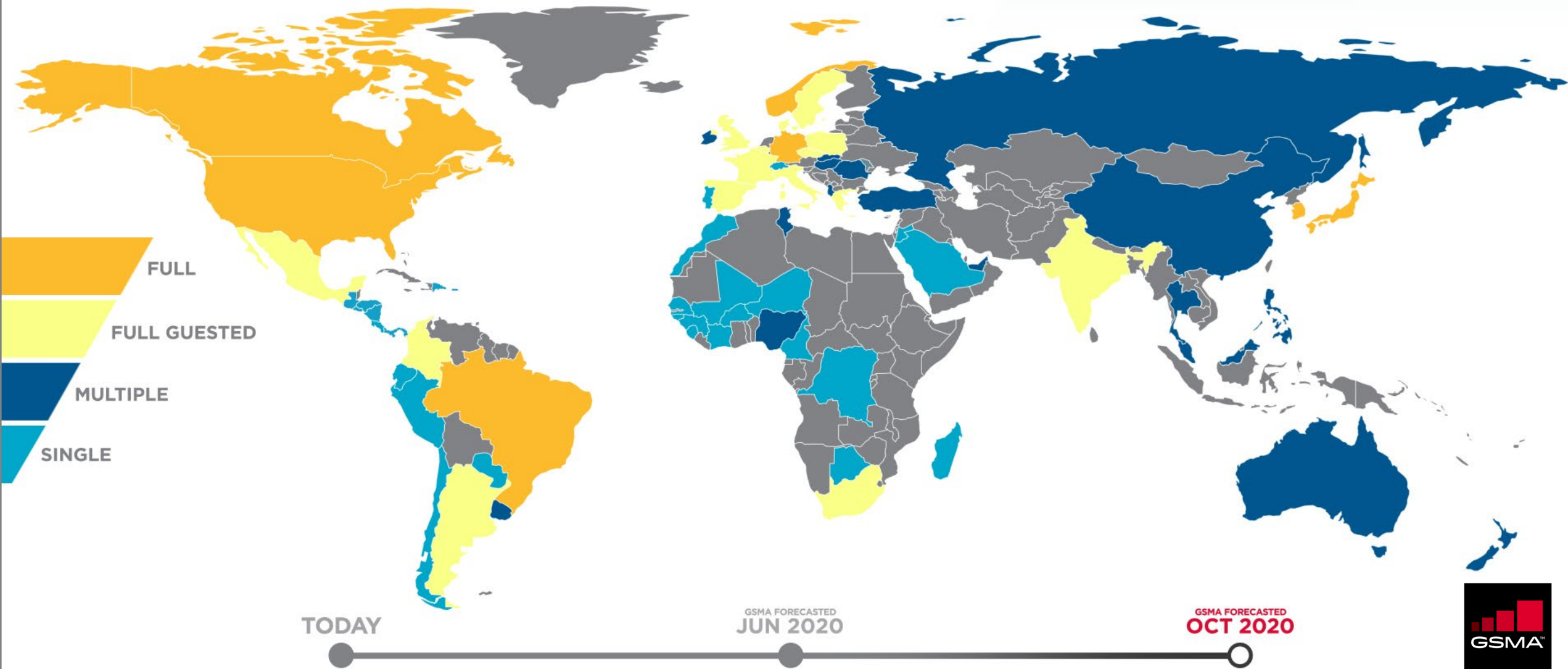


505M
GLOBAL
MAU
FORECASTED

136
GLOBAL OPERATOR
LAUNCHES
FORECASTED

2000M
ADDRESSABLE
MARKET
FORECASTED

Global Stats





Shawn Conahan

President and Chief Revenue Officer
Wildfire

Shawn Conahan is the President and Chief Revenue Officer at Wildfire, Inc., the award-winning social commerce platform that increases consumer engagement with brands while directly driving revenue from person-to-person conversations.

A wireless industry veteran, Shawn previously built other carrier platforms including the largest ringtone company (Moviso) and the premier mobile social networking platform (Inter casting Corp.)





James Revell
Vice President
Wildfire

James is fanatical about all things digital media, content distribution strategy, business development and operations. He is Vice President and member of the founding team at Wildfire Systems, a software platform as a service monetizing social messaging. Deploying NLP, AI and other technologies, Wildfire spots product references and purchase intent in all the methods we digitally communicate driving incremental revenue for thousands of brands and stores.

Previous executive roles include Live Nation Entertainment's Ticketmaster (NYSE: LYV), World Poker Tour (LSE: BPTY.L), and Rubicon Project (NYSE: RUBI) where he was a member of the start-up team. Revell's had the privilege to be an early part of other ground-breaking businesses including Infoseek Corp, now The Walt Disney Company (NYSE: DIS), L90, now MaxWorldwide (NASDAQ: IAC), and 411 Web Interactive (a past Newsweek top 100 site).



Wade Tonkin
Senior Affiliate
Manager
Fanatics

Wade Tonkin has been managing affiliate programs since 1999. He's currently the Senior Affiliate Manager at Fanatics, running a team that oversees affiliate programs for 30 + ecommerce sites including Fanatics.com, NFLShop.com, MLBShop.com, NBAShop.com, Shop.NHL.com, Lids.com and SportsMemorabilia.com as well as for pro and college sports teams including the New York Giants, Chicago Bears, Kansas City Chiefs and more.

Wade has been recognized as Awin/ShareASale Advertiser Team of the Year for 2018, a 2-time AvantLink Affiliate Manager of the Year and is a two-time Exceptional Merchant Pinnacle Award Winner with Fanatics. Wade lives in Orange Park, FL with his family and enjoys Orangetheory Fitness workouts and trail running.



 Wildfire

Thank you

www.gsma.com/futurenetworks

