

Welcome

#4: Unlocking the Power of RCS

Live: Now



RCS Live Webinar Series



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.



Agenda

Time	Topic	Speaker
15.00	RCS Live Overview	Paul Schonewald, Programme Marketing Director, GSMA
15.10	Unlocking the Power of RCS	Kerstin Trikalitis, CEO and Co-Founder, Out There Media
15.45	Q&A	Out There Media
15:55	Closing Statement	GSMA



Amanda Flower

Membership Manager
GSMA

Amanda Flower has led the GSMA Membership in North and Latin America for the past 3.5 years in strategy, growth and engagement.

Future Networks Programme, particularly RCS Business Messaging Labs, is one of several successful member-led initiatives that have revolutionized the industry.

Amanda will provide additional key areas where members can influence the work we do in various verticals, and the global marketing opportunities that are available to GSMA Members.

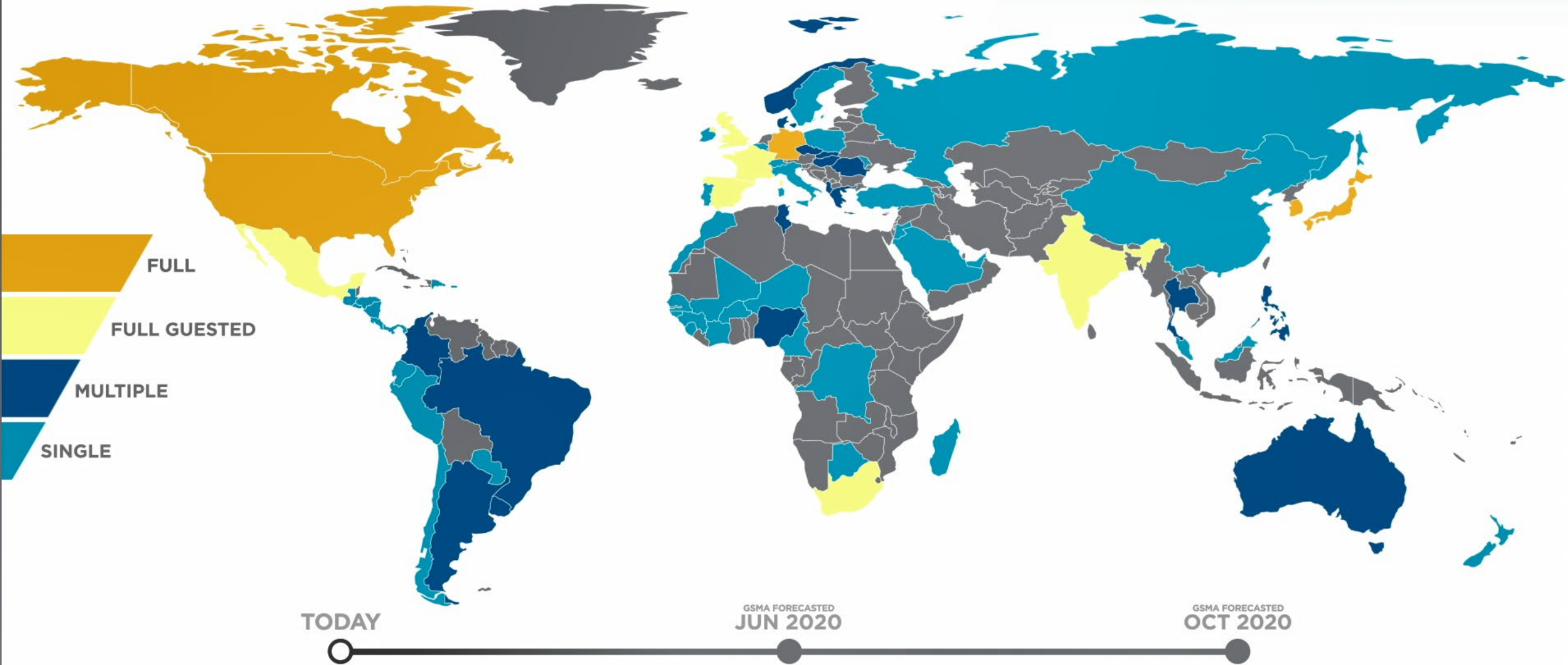


417M
GLOBAL
MAU

89
GLOBAL OPERATOR
LAUNCHES

2000M
ADDRESSABLE
MARKET

Global Stats

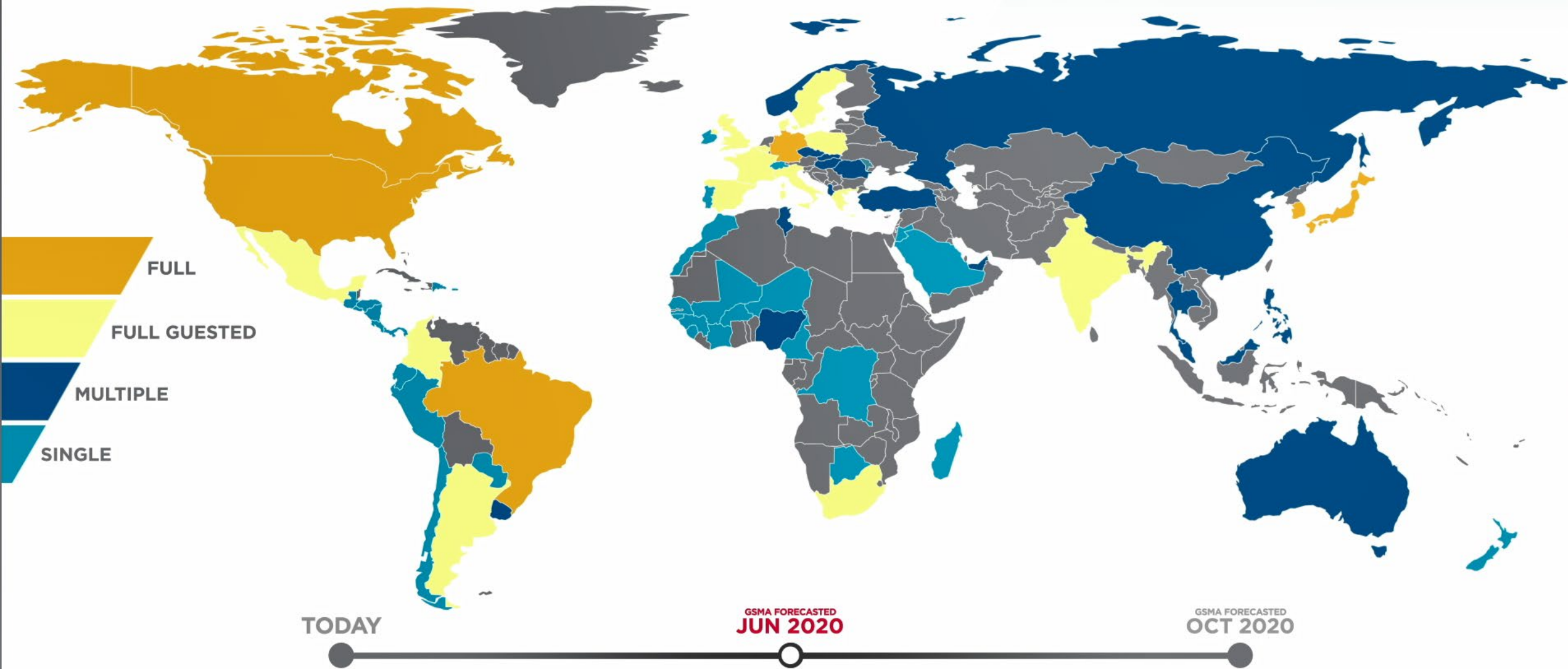


444M
GLOBAL
MAU
FORECASTED

108
GLOBAL OPERATOR
LAUNCHES
FORECASTED

2000M
ADDRESSABLE
MARKET
FORECASTED

Global Stats

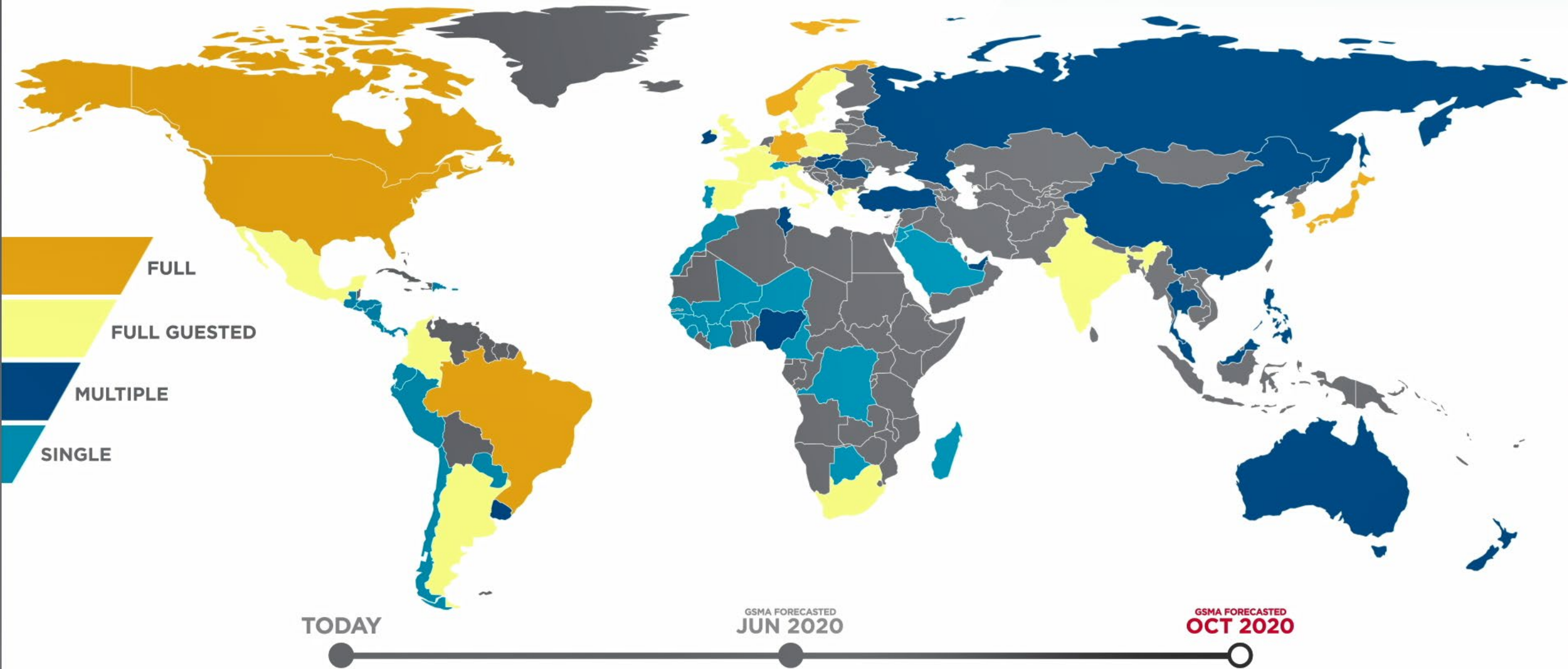


505M
GLOBAL
MAU
FORECASTED

136
GLOBAL OPERATOR
LAUNCHES
FORECASTED

2000M
ADDRESSABLE
MARKET
FORECASTED

Global Stats



Kerstin Trikalitis

CEO and Co-Founder
Out There Media

Kerstin is the Co-Founder and CEO of Out There Media, one of the leading mobile technology and data companies, and as such is responsible for the company's global growth, working closely with Fortune 500 brands as well as with tier 1 mobile operators.

Kerstin is a notable industry speaker having spoken at the United Nations Media Summit, the World Economic Forum and a number of tech and marketing events, such as Mobile World Congress.

Kerstin holds an MBA from ESADE and an M.A. Business Administration and Economics from the Vienna University of Economics and Business Administration. Kerstin is a Harvard Business School Alumni (OPM), an Endeavor High Impact Entrepreneur, and has been on the Jury at Cannes Lions.



Thank you

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