

# Welcome

#6: Roundtable Discussion: Enterprise Leaders on 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	Roundtable Discussion: Enterprise Leaders on RCS	<p>Ramy Riad, Vice President of Future Messaging, IMImobile</p> <p>John Duffy, Global Head of Future Messaging, IMImobile</p> <ul style="list-style-type: none"><li>• David Elsdon, Head of Strategy, EE</li><li>• Ignacio Garcia Comin, Digital Solutions &amp; Mobility Director, Telefónica International Wholesale Services</li><li>• Ricky Ramon, Vice President of Carrier Operations &amp; Automation, Tracfone Wireless</li></ul>
15.45	Q&A	IMImobile
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.

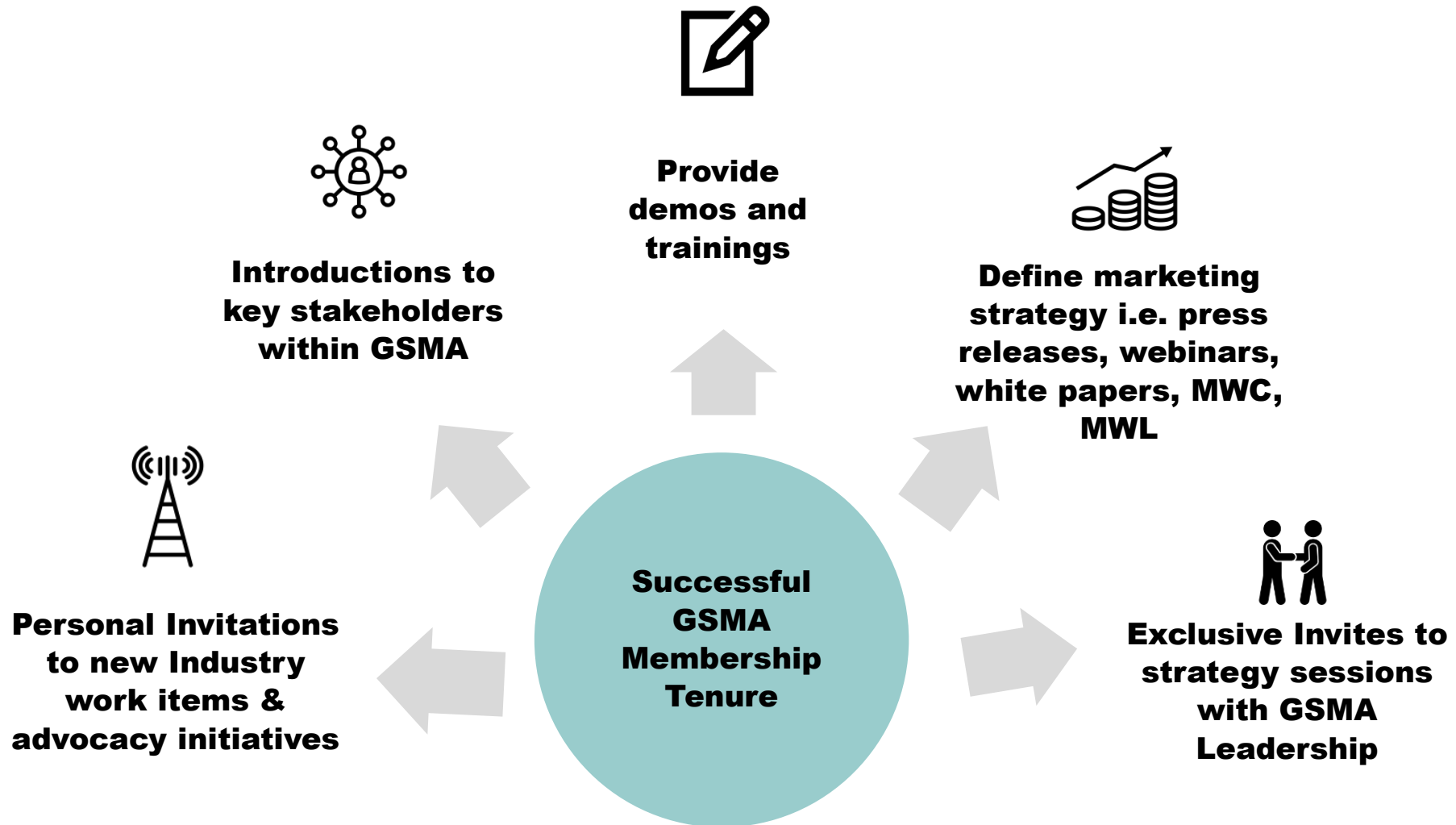
Future Networks Programme, particularly RCS Business Messaging Labs, is one of several successful member-led initiatives that have revolutionized the industry.

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.





# Membership Account Manager: How Can We Support?

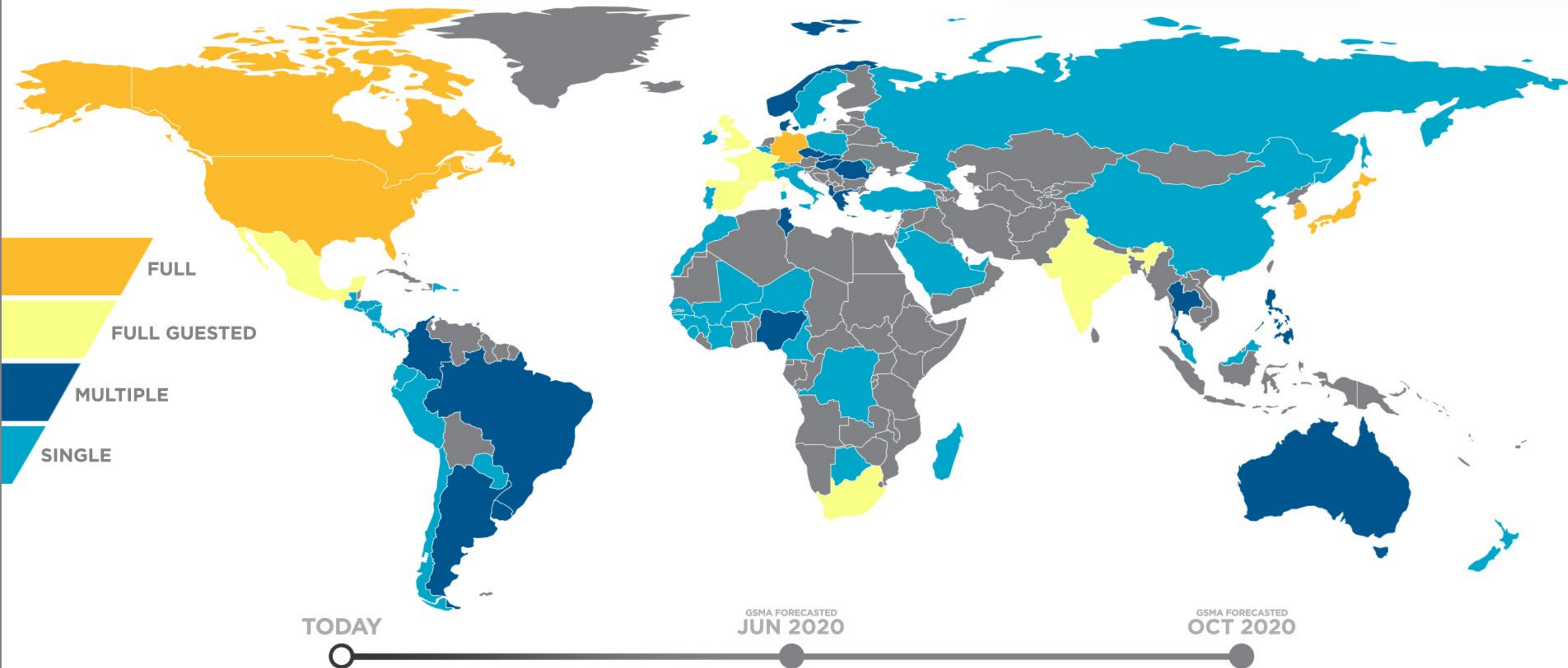


430M  
GLOBAL  
MAU

90  
GLOBAL OPERATOR  
LAUNCHES

2000M  
ADDRESSABLE  
MARKET

# Global Stats

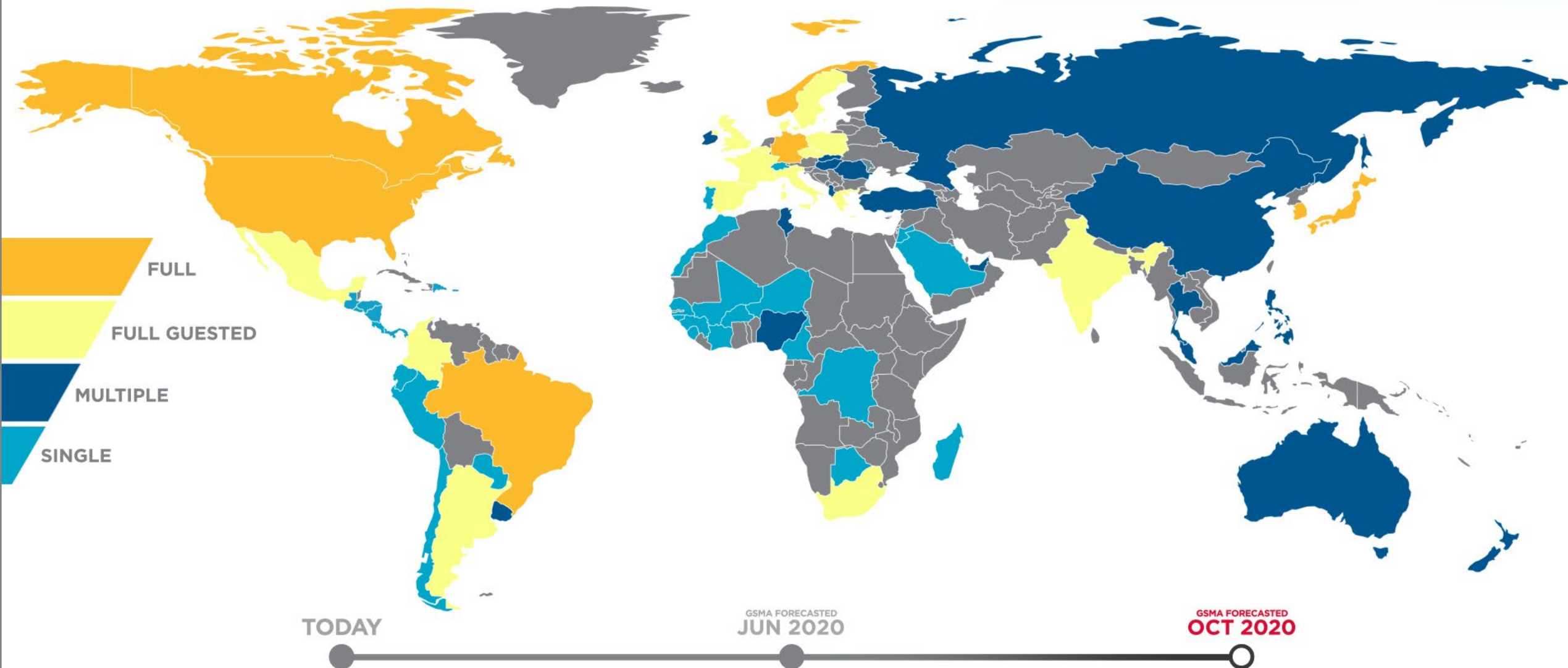


505M  
GLOBAL  
MAU  
FORECASTED

136  
GLOBAL OPERATOR  
LAUNCHES  
FORECASTED

2000M  
ADDRESSABLE  
MARKET  
FORECASTED

# Global Stats





## Ramy Riad

Vice President of  
Future Messaging  
IMImobile

As Vice President of Future Messaging for IMImobile, Ramy is heavily involved in the global RCS ecosystem and sits on several GSMA Global Requirements and Specifications Groups that actively develop the Universal Profile for RCS.

Ramy has more than a decades' experience in telecommunications, working with global operator groups and vendors to undertake major projects with new technologies within the telco space—including core network platforms, payments, and messaging technologies



## John Duffy

Global Head of  
Future Messaging  
IMImobile

John Duffy is a technology entrepreneur and the Founder and CEO of 3Cinteractive (3C), which was acquired by IMImobile in 2019. In his new role, Global Head of Future Business Messaging,

John advocates for RCS Business Messaging and other emerging channels, educating operators and enterprises on how to leverage, monetize and maximize this disruptive technology. John also works as an operating partner at Kayne Anderson Capital Advisors and serves as a board member of The Dan Marino Foundation.



# Thank you

[www.gsma.com/futurenetworks](http://www.gsma.com/futurenetworks)

