

2006 Board of Directors Elections

Air2Web, J. Dale Gonzalez, CTO & Co-Founder

J. Dale Gonzalez

Chief Technology Officer & Co-Founder
Air2Web
Promenade II 1230 Peachtree Street N.E., 12th Floor
Atlanta, GA 30309
Office: 404.942.5300
Mobile: 404.386.4750
Email: Dale.Gonzalez@Air2Web.com

J. Dale Gonzalez Biography

Mr. Gonzalez (39) has 15 years experience in all areas of software development. He has been a co-founder of a number of software startups, Air2Web being his most recent. While at Air2Web, he has been instrumental in the design and construction of numerous award-winning products, holds several patents for wireless applications, writes articles for a number of trade publications and speaks at many insider events. Prior to joining Air2Web, Mr. Gonzalez served as Director of Development for EBA Systems, where he helped develop the EBA architecture used in the industry to connect handheld devices across multiple applications, data sources and wireless networks.

Mr. Gonzalez founded and served as CTO of NetGain. NetGain Sales was the first completely Internet-native enterprise application of any kind. It was featured as a Microsoft Technology case study and won the The Denali Group's Best Internet-Based CRM Solution in 2000 and 2001. While at NetGain, Mr. Gonzalez sat on the Microsoft Tools Advisory board and was a guest keynote speaker at VBITS. After a successful run of several years, NetGain was eventually sold to FirstWave, Inc. Mr. Gonzalez stayed on at Firstwave as Director of Tools and Architecture to assist with the FirstWave's transition. He was the primary product evangelist and built the development team inside Firstwave responsible for new product development.

Mr. Gonzalez is author of the book, "A Roadmap to Wireless: The State of the Technology." He holds a Bachelor of Science degree from Emory University.

Air2Web Profile

Air2Web is the leading provider of wireless applications and gateway services, with wireless deployments in over 140 countries on more than 470 carrier networks. Air2Web customers are protected from the complexities of writing multiple applications for multiple devices and networks and benefit from Air2Web's direct connections into carrier networks for creating and executing cross-carrier mobile marketing campaigns. Sample customers include UPS, ABN AMRO, CSX Intermodal, CitiBank, ICICI, InterContinental Hotels Group, and the Weather Channel. For more information see www.air2web.com.

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AOL Mobile, Christine S. Loredo, Marketing Director

Christine S. Loredo

Marketing Director, AOL Mobile
AOL, Inc.
22265 Pacific Blvd
Dulles, VA 20166
Phone: 703.265.5787
Email: christinelored@aol.com

Christine S. Loredo Biography

Christine Loredo joined AOL in August 2002 as a marketing manager for the mobile team. While creating programs to drive uptake of AOL 's consumer mobile applications, Christine worked with carrier partners and agency partners to build one of the largest data mobile applications in the U.S., Mobile AIM®. Currently, Christine leads the AOL mobile marketing team and is responsible for carrier and brand

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marketing. Currently she represents AOL on the board of the Mobile Marketing Association. Before joining AOL, Christine was a consultant/analyst at the Strategis Group where she was a leader on the International Wireless team.

Ms. Loredo earned a Master of International Management from Thunderbird (Gavin School for International Management in Arizona), a Master of Business Administration from University of Colorado at Denver, and a Bachelor of Science in Business Administration, University of Colorado at Boulder.

AOL Mobile Profile

As the world's leading interactive services company, America Online, Inc. is a leader in the mobile services arena. AOL Wireless brings community and convenience to mobile users with an array of communications and content services supported by the top wireless carriers and device manufacturers. AOL Wireless makes it possible for mobile users everywhere to access their preferred content and services whenever and wherever they like, including the mobile AOL® Instant Messenger™ (AIM®), ICQ®, AOL® Mail, AIM® Mail AOL® Search services and the AOL® mobile portal.

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Bango, Anil Malhotra, Executive Vice President of Marketing & Alliances

Anil Malhotra

Executive Vice President of Marketing & Alliances

Bango

Westbrook Centre, Milton Road

Cambridge, UK

CB4 1YG

AND

Bango

909 Third Ave, 5th Floor

New York, NY 10022

Mobile: 44.7710.480.377

Email: anil@bango.com

Anil Malhotra Biography

Anil is the co-founder of Bango, which provides the leading direct-to-consumer platform for mobile internet content and services. Bango was founded in 1999 and helps content owners and developers to promote and sell content in the US and worldwide through the mobile internet. The company has developed a global presence, enabling content providers from over 60 countries to reach their customers in 140 different territories. The fastest growth market for Bango is North America, where the company is based in both New York and the Bay Area.

Anil is responsible for Bango's strategic alliances with carriers and other service providers, and leads the company's participation in regulatory, standardization and other industry initiatives. Bango has pioneered the standardization of the consumer payment experience for mobile content and was a leader in the development and implementation of content standards and access controls in Europe. Bango partners include Cingular Wireless, Vodafone, O2, Telefonica Moviles, Orange PCS, T-Mobile, Sun Microsystems, PayPal, and thousands of content brands including News Corporation, Universal Music, SonyBMG, EMI, Manchester United and Hearst Publications,

Anil's career began in 1986, developing and marketing software for Apple computers. He managed the worldwide licensing business for the user interface company IXI, creating a business model that enabled the world's 10 largest computer manufacturers to ship a worldwide standard user interface for their UNIX platforms. Anil launched a web browser based version of the product in 1992, when IXI also sponsored the first ever World Wide Web Consortium meeting in Geneva.

In 1995 Anil joined start-up CyberLife Technology to oversee the launch and licensing of AI-based games titles to Warner Interactive, Hasbro, Sony Computer Entertainment and others. He also took the core technology outside of the games market to companies including IBM, Computer Sciences Corporation and Lockheed Martin.

At Bango, Anil also oversees the company's marketing, reaching out to the whole spectrum of mobile

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content developers from major global brands to start-up and niche players. The company recently rolled-out its Bango Nexus seminar program, a series of highly focused, one-day events that enable content providers to reach the American mobile consumer.

Anil has a degree in Psychology and a Masters Degree in Computer Science.

Bango Profile

Bango has developed and deploys an open, global, infrastructure platform that enables content providers to market, sell and deliver their products and services directly to mobile phone users on all cellular networks through the mobile Internet. This "direct-to-consumer" channel operates alongside the carriers' mobile content portals, enabling content providers to leverage their consumer marketing investments to drive revenue from mobile services. Leading mobile carriers including Cingular, Vodafone, Orange, Telefonica Moviles and O2 work with Bango to accelerate the growth of their direct-to-consumer businesses.

The Bango platform means that mobile phone subscribers around the world have access to a wider base of third-party content. Leading content brands use the Bango service to engage with all of their mobile customers directly – wherever they are and whatever network they choose to use. Bango's technology enables the "browse-and-buy" mobile internet model, which has been popularized by carrier decks – to be provided to users of any mobile content service, leading to a better and more trusted consumer experience.

Content providers use the Bango service through a web interface to register, price and promote mobile content. There is no need to integrate with individual network services, billing systems or devices: providers can focus on producing and marketing great content and reach their customers on any network, anywhere in the world. Content Providers include News Corporation, Universal Music, SonyBMG, Hearst Publications as well as thousands of mid-sized, specialist and niche players.

Content Providers use the Bango platform through integration partners, or can sign-up directly at www.bango.com. Bango is based in Foster City, CA; New York; Cambridge, UK; Madrid; and Düsseldorf, Germany.

[MMA General Member.](#)

Blue Frog Mobile, Jeffrey Moore, COO

Jeffrey Moore

COO

Blue Frog Mobile

520 Pike Street, Suite 2400

Seattle, WA 98101

Phone: 206.652.4481

Email: jeff@bluefrogmobile.com

Jeffrey Clayton Moore, JD, Biography

Jeffrey Moore is co-founder and COO of Blue Frog Mobile, a U.S. based direct to consumer mobile entertainment and content company. Mr. Moore has more than ten years legal and operations experience working in the technology industry. He has managed and delivered development projects for various global companies including Amec and the State of Washington.

Through Blue Frog Mobile, Mr. Moore has been instrumental in properly licensing content from the music labels, music publishers, image rights holders and performance rights agencies. He has additionally worked closely with the aggregators and carriers in delivering content programs for mobile end users.

As COO of Blue Frog Mobile, Mr. Moore has taken the position of developing a business with the long term goals of the nascent North American mobile market in mind; focusing on developing business and marketing practices that will allow all current mobile industry players to flourish, while maintaining a commitment to customer service.

Mr. Moore received his B.S.P.S. from University of California, Irvine and J.D. from Seattle University School of Law.

Blue Frog Mobile Profile

www.bluefrogmobile.com

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Buongiorno, Burton Katz, CEO

Burton Katz

President US and UK
235 Lincoln Road, Suite 400
Miami Beach, FL 33139
Phone: 305.777.2254
Email: burton.katz@buongiorno.com

Burton Katz Biography

Burton Katz is responsible for setting strategic direction and implementing the business plan for all of BI's fast growing activities in the U.S. and in the UK . Prior to joining Buongiorno, Burton was a Principal in PriceWaterhouseCooper's Strategy and CRM practice where he advised global telecom & media clients on pioneering new products, entering new markets, and developing digital distribution channels. Burton received an MBA from the University of Southern California in Marketing and Interactive Technologies.

Buongiorno Profile

Buongiorno at a glance-

- Operations through local teams in Europe, Latin America and United States.
- Over 500 first tier companies served (advertising and marketing services).
- Agreements with over 40 mobile operators in Europe, America, Middle East and South Africa distributing Buongiorno Vitaminic's services to a potential audience of over 500 ml clients.
- A catalogue of about 250,000 digital contents (sounds, images, multimedia games).
- Over 300 ml digital contents delivered every month to mobile and email users.
- An efficient technical/operational platform-B!3A-well supporting the complexity (growing exponentially with its size/diversification) of the business (170 servers, 3 data centers, 300 mn messages delivered per month).

[MMA General Member.](#)

Carat/Freestyle, Gene Keenan, Director Mobile

Gene Keenan

Director Mobile
Carat/Freestyle
548 Fourth Street
San Francisco, CA 94107
Phone: 415.541.2738
Email: gene.keenan@carat.com

Gene Keenan Biography

Gene Keenan leads the cutting edge of marketing as Freestyle's Director of Mobile. In this role, Gene brings a wealth of strategy and knowledge to implementing creative mobile marketing solutions for our clients. In addition to being the authority on mobile, Gene leads educational services for Freestyle, in all aspects of emerging digital media.

Before joining the interactive space Gene was a professional chef who toured with the Grateful-Dead. For Freestyle, Gene has been a lead technical developer and strategist for companies such as Electronic Arts, Showtime, Miller Brewing Company, and Ofoto. Gene has a BA in Liberal Arts from Fullerton State, and sits on the Metrics Committee of the Mobile Marketing Association.

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Carat/Freestyle Profile

Carat Interactive is one of the world's largest interactive agencies with more than twenty offices around the globe. With North American headquarters based in Boston, MA, Carat Interactive has six additional offices in New York, Los Angeles, San Francisco, Atlanta, and Dallas. Carat Interactive is owned by Carat, the world's largest independent media agency with more than \$15 billion in worldwide billings. Carat Interactive clients include Pfizer, Hyundai, RadioShack, Ofoto, a Kodak company, and PalmOne, among others. For more information on Carat Interactive's services, visit www.caratinteractive.com

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Cascada Mobile Corp., Brian Flanagan, Director, Product Management and Co-Founder

Brian Flanagan

Director, Product Management and Co-Founder
Cascada Mobile Corp.
4711 Yonge Street, Suite 506
Toronto, Ontario, Canada, M2N 6K8
Phone: 416.204.0177
Mobile: 416.909.0760
Fax: 416.488.1988
Email: bflanagan@cascadamobile.com

Brian Flanagan Biography

Brian Flanagan has over 10 years of product development and marketing experience. In his current role, he leads marketing, business and implementation activities within Cascada Mobile. Cascada Mobile's TAGtm service enables viral distribution of mobile content and applications and also powers viral marketing on mobile devices. Prior to Cascada, he lead key projects within the Wireless Data Product Development group at TELUS Mobility, driving the creation of TELUS' "Do More" wireless data brand and evolving their mobile data services to capitalize on the revenue potential presented by next generation handset capabilities. Brian was also TELUS' authority on digital rights management. Prior to TELUS, Brian Flanagan held product development and marketing roles at Delano Technology Corporation, President's Choice Financial (a grocery store bank) and Molson Breweries.

Cascada Profile

While content for mobile devices abounds, cashing in on potential revenues from game downloads is a sizable challenge for game developers, publishers, and service carriers. Despite the rise in popularity of mobile games, the challenge lies with actually getting the content into the hands of the mass market. According to a market research survey, only 5% of consumers have actually downloaded a game to their handset, and in some regions, only 30% of mobile users are even aware they can download games to their phones.

The same survey has said that a majority of users would download a game if a friend recommended it. But the process of downloading is not like email, where files can be sent back and forth and will automatically work on any PC-based device. Mobile devices each have their own characteristics, which means content must be adapted. Mobile phone users are also generally unaware as to which carriers their peers are using, and restricting content sharing to people on a single carrier or device significantly reduces the number of people with which content can be shared. Additionally, making sure that the appropriate carrier or portal receives payment for the content is sometimes challenging. As a result, the act of sharing content through a peer-to-peer mobile network is far more involved than a simple one or two-step process. As was observed when cross-carrier text messaging came to North America, interoperability is critical to usage adoption and the very success of the service.

Cascada Mobile is the first company of its kind to recognize the opportunities presented by super distribution and create a network for the viral (peer to peer) distribution of games that work cross-carrier and cross-border. Using Cascada's technology, a consumer subscribing to a Canadian carrier's services could pass a game onto a friend in the US, and vice versa, while ensuring the recipient's carrier (and the publisher) receives revenue for the shared game.

Cascada's technology enables operators, publishers and distributors to enable the sharing of content between the more than 889 million mobile devices that Ovum research estimates will be in the market by

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year end 2005 – without having to invest millions of dollars in infrastructure builds. In addition, Cascada's flagship TAG technology supports almost all of the more than 350 different in-market J2ME enabled phones.

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CBS Corp., Cyriac Roeding, VP Mobile

Cyriac Roeding

VP Mobile
CBS Corp.
7800 Beverly Boulevard
Los Angeles, CA 90038
Phone: 323.575.2345
Fax: 323.575.2325
Email: cyriac.roeding@cbs.com

Cyriac R. Roeding Biography

Cyriac Roeding serves as Vice President Wireless at CBS Corporation (NYSE: VIA-B) in Los Angeles, a Fortune 500 company, and the largest television network in the United States. He is responsible for building the wireless business across entertainment, sports and news for CBS, UPN and Paramount Television. Between 1999 and 2004, Cyriac Roeding co-founded 12snap and led it to \$10 million revenue, profitability and 100 employees in Germany, UK, Scandinavia, Italy and Austria. 12snap is the market leader in Europe for mobile marketing and mobile entertainment. Investors are, among others, Nokia, Vodafone and Apax Partners. Cyriac Roeding was responsible in the executive board for the group revenues, core clients such as Coca-Cola, adidas and L'Oréal, and for the development of the business model. Before that, he developed growth strategies at McKinsey & Company for global media, software and high-tech players in Europe and in the Silicon Valley. Roeding is co-author of the McKinsey/Harvard management book *Secrets on Software Success*, which is published by Harvard Business School Press in Boston, and translated to Mandarin, Korean, Italian and German. At Roland Berger Strategy Consultants he led projects in Japan, Germany and the U.S. in the retail sector, and before that as a TV and radio journalist and presenter. He received a Masters degree in Engineering & Business Administration from Karlsruhe, Germany, an MBA in Corporate Strategy and Entrepreneurship from the University of Georgia, and studied Japanese management at Sophia University in Tokyo. In 2001 Cyriac Roeding was elected as Chairman Europe of the global "Mobile Marketing Association" (MMA). In 2003 and 2004 he received the first Lion Awards ever for mobile concepts at the world's most prestigious creative competition in Cannes, France.

CBS Profile

CBS Television is comprised of the CBS Television Network -- with more than 200 owned and affiliated stations reaching virtually every television home in the United States; the Network's programming arms CBS Entertainment, CBS News and CBS Sports; and CBS Enterprises, a global leader in distribution. CBS also manages UPN, which broadcasts primetime programming on five nights with an average of 90 percent total coverage throughout the country.

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CondéNet/Conde Nast, Carrie Seifer, Director of Emerging Technologies

Carrie Seifer

Director of Emerging Technologies
CondéNet/Conde Nast
4 Times Square
New York, NY 10036
Phone: 212.286.5717
Fax: 212.286.5961
Email: cseifer@condenet.com

Carrie Seifer Biography

As Director of emerging technologies, Carrie develops the strategy for mobile, games, video and other new media for Conde Nast magazines and websites. Before this post she was Vice President of Sales at Vindigo where she oversaw the development of mobile marketing products and services and managed relationships with leading advertisers and agencies. Carrie is a veteran of the new media advertising industry. Prior to joining Vindigo, Carrie served as Vice President of Sales at sixdegrees, a networking Web site, where she was responsible for the worldwide sales operations. Earlier, Carrie served as the Global Accounts Manager at Wired Digital. In this position, she was one of the early pioneers leading major consumer and business advertisers - such as IBM, Barnes & Noble and Sony - to use the Internet as an advertising medium. Carrie started her career at Qwest Communications (formerly US West). Carrie is currently on the executive committee of the Mobile Marketing Association. She has a Bachelor of Science degree from Arizona State University.

CondéNet/Conde Nast Profile

Website: www.condenet.com

CondéNet is the leading creator and developer of upscale lifestyle brands online, providing enjoyable, useful services that tie into and build upon the heritage of the world's most prestigious magazines. Today, CondéNet consists of the deepest online brands in the vertical categories of women's fashion (STYLE.COM), men's lifestyle (MEN.STYLE.COM), food (Epicurious.com), and travel (Concierge.com). Based in New York, CondéNet is owned by Advance Publications, Inc., a privately held media company.

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Distributive Networks, Kevin Bertram, CEO

Kevin Bertram

CEO
Distributive Networks
1050 Connecticut Avenue, NW, 10th Floor
Washington, DC 20036
Phone: 202.822.5095 x 103
Email: kevin@distributivenetworks.com

Kevin Bertram Biography

Kevin Bertram is the Chief Executive Officer and Founder of Distributive Networks, a mobile content and technology company. Prior to founding Distributive Networks, Kevin worked as a consultant with Opera Telecom USA. Before entering the mobile space, Kevin held positions as the CEO of a successful e-commerce company, as the Director of New Media with the Information Technology Association of America, and as the Senior Editor and Publisher of a Gen-X webzine. Kevin holds a B.A. in Philosophy from the University of Arizona and is an occasional lecturer at both the Culture, Communication and Technology graduate program at Georgetown University and the Maryland Institute for Technology in the Humanities at the University of Maryland.

Distributive Networks Profile

Distributive Networks is a wireless content services company headquartered in Washington, D.C. We are committed to timely creation and delivery of high-retention SMS content such as Starcast Horoscopes,

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Daily Insights, Pop Gossip, Word of the Day, Inspirational Quotes, Romance Tips, and Daily Psalms. We also provide premium SMS and ring-tone consulting services and turnkey solutions for B2C clients across North America. Our experience and market expertise positions us perfectly to provide content consulting, carrier setup, project management, and technical implementation – everything you need to make your PSMS campaign successful.

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Enpocket, Mike Baker, CEO

Michael Baker

President and CEO

Enpocket

240 Newbury Street, Suite 301

Boston, MA 02138

Phone: 617.262.7001

Email: mbaker@enpocket.com

Mike Baker Biography

Mike Baker is President and Chief Executive Officer of Enpocket and is also a member of the company's board of directors. A seasoned executive with more than 15 years in digital media, Baker has been at the forefront of interactive communications in the wireless, Internet and multi-channel video markets. He brings his experience pioneering online advertising and analytics technologies to drive the emergence of an interactive mobile media.

Mike joined Enpocket in 2004 from GrandBanks Capital. Prior to that, Mike was Executive Vice President at Engage Technologies, Inc. where he guided the company through its IPO, international expansion and series of acquisitions. Mike joined Engage from CMGI. Mike began his career as a corporate attorney in Washington, DC representing media, telecommunications and technology companies.

Enpocket Profile

The pioneer in mobile marketing, Enpocket leads the market in defining how mobile marketing is best deployed, with over 400 customers across four continents. Enpocket helps organizations leverage mobile technology to foster and maintain relationships with consumers. We design, deliver and optimize consumer entertainment and marketing programs for mobile phones. Our work is differentiated by our proprietary multi-format delivery engines, careful attention to user experience, and a pioneering legacy of hundreds of successful mobile programs around the world.

Enpocket works with carriers, brands and content owners to develop long lasting relationships with their customers. Enpocket's offering includes:

The Enpocket Marketing Engine: the world's most widely used mobile marketing platform that powers permission-based marketing and behavior-based campaign management on the mobile handset. The Marketing Engine enables carriers, content providers and consumer brands to promote the content and services that are most relevant to customers. Enpocket clients can more effectively drive the discovery and usage of all types of mobile media through a multi-format campaign management system that combines tools to harvest and manage consumer opt-ins, segment and target customers by preference, deliver relevant marketing messages via SMS, MMS, and clickable mobile banners, and measure results with integrated reports and analytics.

The Enpocket Community Engine: the most widely deployed mobile chat, m-blogging, and dating application, powering peer-to-peer communication and entertainment for millions of customers across three continents. Applications powered by the Enpocket Community Engine enable brands to build bigger revenues through subscription fees and increased data usage. The Community engine supports formats including WAP, Java, MMS and premium SMS. The white label product can be branded by existing communities, such as Match.com in the US and MyCupid in South East Asia or by carriers and media companies seeking to build their own mobile communities.

The Enpocket Content Engine: we design, develop, and market mobile content applications in Java and XHTML, providing media and entertainment companies with a new medium for extending their business model to mobile, thus opening new revenue streams.

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ESPN Mobile Publishing, Kristen Fox, Manager Product Marketing

Kristen Fox

Manager Product Marketing
ESPN Mobile Publishing
605 Third Avenue
New York, NY 10158
Phone: 212.916.9269
Email: Kristen.Fox@espn3.com

Kristen Fox Biography

As Manager of Product Marketing for MobileESPN Publishing, Kristen Fox is responsible for providing expertise on the mobile sports fan, and directing the ways in which ESPN's brand personality is communicated across the mobile channel independent of carrier, region and device.

Kristen's passion for innovative and contextual marketing began in 1996 while she was Director of Sponsorships and Integrated Marketing at Sony Digital Entertainment. During her six year tenure, she built one of the industry's most successful online sponsorship businesses, leveraging Sony's content assets to match consumer interests with key advertising objectives.

After Sony, Kristen worked with Small World Media, a premier fantasy game developer, and The Sporting News to reposition and differentiate their competitive sales strategy. In 2004, she joined ESPN's mobile group where she became a key member of the MVNE review team for MobileESPN, focusing on customer experience.

For the past year and a half, Kristen has been a driving influence and evangelist within the ESPN organization for global messaging across the brand. She has done extensive research on SMSCs, aggregators and mobile marketing services companies. This expertise has positioned her group as the mobile marketing force for the ESPN brand.

Under her leadership, the Product Marketing group is aggressively working with agencies, developers and carrier partners on innovative ways to push-the-envelope in mobile marketing to help increase data adoption, stimulate customer loyalty, and manage product lifecycle.

ESPN Mobile Publishing Profile

MobileESPN Publishing delivers the most complete sports news, scores, games and mobile video to wireless devices throughout the United States, serving both the English and Spanish-language sports fan, anytime, anywhere. MobileESPN Publishing is also delivering mobile sports content to fans across Canada, Europe, Japan and Latin America.

Among the many services that MobileESPN Publishing provides are:

Scores and Updates – Fans want to know what's happening in the sports world, how their teams are doing, and what their favorite players are up to. ESPN makes sure they can, no matter where they are, by providing products such as:

- ESPN BottomLine Pro – The BottomLine Pro application delivers up-to-the-minute updates on scores, stats and sports news across a variety of sports. Fans can customize the application to deliver information by sport and team that is most relevant to them. ESPN BottomLine Pro is available across 100 handset devices to Verizon, Sprint, Cingular, Altell, USCellular and Dobson/Cellular One customers.

Mobile Video – ESPN 3GTV delivers mobile fans the next generation in sports entertainment.

Every day, ESPN brings the sports news and information you expect from the worldwide leader in sports, direct to your mobile phone in rich, high-resolution mobile video. In addition, ESPN 3GTV features daily updates for the Fantasy and Spanish-language audience. Weekly segments include a spotlight on ESPN events such as X Games, and weekend updates for college sports fans. ESPN 3GTV is available to Verizon VCast, MobiTV, Sprint TV and Cingular TV customers.

Games & Contests – MobileESPN Publishing provides a variety of interactive games to mobile users, among them:

- Big Shot Trivia and Pick'em games – Big Shot Trivial allows fans to test their sports knowledge and compete for the "Big Shot" title. The popular Pick'em games test the fan's acumen by picking the winners right on their phones for various playoffs and championships – and then receiving updates about their results, as well as all the scores, schedules and news.

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- Action Sports games – Bassmaster: Legendary Lunkers, and X Games Skateboarding games are available to Verizon Wireless and Sprint PCS customers.

Fantasy sports - ESPN Fantasy players can receive real-time updates on how their fantasy players are performing, and keep in touch with rosters, injuries, and scores with the popular ESPN Fantasy Tracker product. This downloadable application is available across Verizon, Sprint, Altell and USCellular.

Wallpapers and Ringtones - ESPN offers an array of distinctive wallpapers and ringtones to customers on the Verizon Wireless, Sprint, Altell and USCellular networks. These include ringtones and wallpaper from ESPN, X Games and ESPN Deportes, as well as college logos, mascots and fightsongs.

WAP 1.0 and 2.0 - The sister-site to ESPN.com is available across most carriers and wireless-internet enabled handsets in the U.S. Currently, the ESPN wap sites receive over 4mm unique visits per month.

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Flycell, Inc., Alberto Montesi, CEO & General Manager

Alberto Montesi

CEO & General Manager

Flycell

424 W. 33rd Street, Suite 650

New York, New York 10001

Telephone: 212.400.1212

Fax: 212.714.0738

Email: info@flycell.com

Alberto Montesi Biography

Born in Florence, Italy, I decided not to follow the family tradition and therefore not to get myself into the family business, I rather wanted find my own rut and travel. I'm an engineer graduated at Southampton University, UK.

In late 2004 I was appointed to CEO of Flycell, bringing an international experience and a good business development, M&A, marketing and strategic planning experience to the role. I came in US November last year and Flycell has lunched the first services in mid February.

Prior to Flycell, I was the business development and strategic planning Senior VP with Acotel Group since 2001, Flycell's holding company, based in Rome, Italy. During this period I had to the responsibly to individuate new market segment and opportunities along with structuring the company overall strategy plan. During this period I had the chance to start and manage a numbers of different ventures, among the others, I also stated a Mobile marketing company in early 2002 when Mobile marketing was a rumor. I'm evolved with a number of various group companies board of director.

Before joining Acotel Group, I was the Marketing VP for VIASAT S.p.A, a consumer satellite antitheft devise company. In that occasion I had the chance to participate in building the project from the idea and raise the capital to start the venture. VIASAT was then sold for 150 million dollars three years from its incorporation.

Prior to that I had my own Managing Company with a focus in helping Italian companies in getting into English and Irish markets.

Since my early days I was always involved with tech companies and my experience in the mobile industry started back in '97 with Viasat with which we have lunched the first location based service on SMS.

Flycell Profile

Flycell is a wholly-owned subsidiary of Italian mobile-messaging pioneer Acotel Group. Launched in November of 2004, Flycell empowers mobile lifestyles by delivering personalized infotainment on the fly - unique and custom information, entertainment and more - to mobile users across the US.

Flycell leverages Acotel Group's proven expertise in developing and operating consumer infotainment services in Europe with partners including MTV, IBM and Telecom Italia. In the US, Flycell is delivering original content and services for consumers and is partnering with media companies to deliver partner-branded mobile messaging services.

For media companies, Flycell provides the ability to implement revenue-generating mobile messaging services that are designed to target users based on their special interests and lifestyles. With the ability to target and offer content tailored to specific communities, media companies are able to strengthen

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customer relationships and turn passive audiences into active buying customers. For consumers, Flycell provides a broad range of premium SMS and MMS services and a variety of do-it-yourself MMS capabilities like mobile greeting cards and wallpapers that empower mobile users to customize their phones and make them an extension of their personalities.

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Fox Mobile Entertainment/NewsCorp, Mitch Feinman, VP Digital Content

Mitch Feinman

VP, Digital Content
News Corp/FOX Mobile Entertainment
10201 W. Pico Boulevard, Building 100, Room 3440
Los Angeles, CA 90035
Phone: 310.369.3611
Email: mitch.feinman@fox.com

Mitch Feinman Biography

Mitch Feinman is VP of Digital Content for News Corp., the world's most global media company. In his position, Mitch identifies and builds new distribution channels. Recently, with a focus on mobile, FOX has emerged as the leader in text messaging (*American Idol*) and video (*24: Conspiracy*). In fact, Mitch invented and trademarked the word Mobisode™, short videos that are part of an ongoing series created specifically for wireless.

Prior to News Corp., co-founded and headed business development and marketing efforts for LocalAlert, a wireless service informing New York City area residents of weather, traffic and other "hyperlocal" information via text messaging to cell phones. In less than 8 months, and using mostly viral, "guerilla" marketing tactics, LocalAlert attracted nearly 20,000 customers. The company was funded by the former president of Sony America.

Prior to LocalAlert, Mitch spent several years with The Walt Disney Company, most recently as Vice President, Business Development and Marketing for new media at the ABC division. In this capacity, Mitch oversaw development of new revenue streams - including syndication, subscription and ecommerce - and strategic alliances with companies such as Yahoo!, AT&T Wireless, The Weather Channel and Reuters.

Mitch also oversaw a team of people in both New York and Los Angeles who launched MoneyScope (common branding for on-air, radio and online business reporting), ABCNEWS4Kids and a major redesign for ABCNEWS.com. Previously, as Director of Business Development and Marketing, Mitch initiated relationships with The Academy of Motion Pictures Arts and Sciences and Harpo Productions for exclusive online distribution and marketing rights to the Oscars and *The Oprah Winfrey Show*, respectively. Part of this responsibility included negotiating a multi-million dollar deal with AOL for carriage of some of the content.

Mitch also helped Young & Rubicam form its interactive group by overseeing a global team of account, creative and production staff to work on projects for major agency clients such as Citibank, Merck, Revlon and Pfizer.

Subsequent to receiving his MBA, Mitch was a Senior Consultant at Regis McKenna, a 50-person marketing strategy firm based in Silicon Valley for 35 years. Mitch led two major airlines to define and roll-out direct-to-consumer, electronic travel reservations services, developed retail channel entry scenarios for a major manufacturer of digital set-top boxes and created the "Blue Ribbon" campaign protesting Internet censorship for the Electronic Frontier Foundation.

Mitch began his career at Prodigy (at the time, owned by IBM and Sears), the first major consumer online service, where for over five years he held account management, product development and copywriting positions working with major advertisers such as Ford Motor Company, TRW Credit Services, Alamo, Hilton Hotels and Levi's.

Mitch graduated *magna cum laude* with Honors in English Literature (upon completion of a senior thesis) from the University of Pennsylvania. During his junior year, Mitch studied at University of London's prestigious King's College. Mitch's MBA is from the Kellogg School of Management at Northwestern University, where he had previously enrolled in its renowned summer program at the Medill School of Journalism.

Fox Mobile Profile

www.fox.com

[MMA General Member.](#)

2006 Board of Directors Elections

g8wave, Jeff Ostiguy, Director of Business Development

Jeff Ostiguy

Director of Business Development
g8wave
126 Brookline Avenue
Boston, MA 02215
Phone: 617.450.8601
Email: jeff@g8wave.com

Jeff Ostiguy

Jeff Ostiguy serves as Director of Business Development for g8wave North America. In early 2004 Jeff was charged with setting up North American operations for g8wave. In less than 2 years Jeff has established g8wave as a force in the emerging North American mobile market.

Jeff continues to oversee the product development process as well as the creation of g8wave's sales and marketing strategies in North America. g8wave has rolled out numerous mobile applications such as its interactive chat program with more than 400 marketing partners and has secured relationships with companies and brands like Comcast Cable, Student Universe, Killington, The Hockey News, The Washington Post, 311, DMC and Metallica.

Jeff has also taken an active role in helping shape the future of mobile marketing, having spoken and taken part in round table panels at events such as The Wireless Regulatory Summit, SCAMA (Southern Classifieds Advertising Managers Association), iDate and CTIA in 2005. Jeff has also written pieces on responsibility in mobile marketing for publications such as The INMAs (International Newspaper Marketing Association) *IDEAS Magazine*.

g8wave Profile

g8wave ("gateway") is a mobile marketing company and a division of the forty year-old Phoenix Media/Communications Group. The company operates both domestically and overseas, as g8wave Ltd.

In 2004, g8wave established a free-standing mobile technology and services operation in North America. It moved quickly to set up the operation in order to leverage our UK experience in response to US and Canadian carriers offering universal short codes which are the first step toward the provisioning of widely available, cross-carrier services.

g8wave has already introduced various mobile services in the US and Canada through its network of media partnerships. g8wave represents the culmination of seventeen years in the fields of premium-billed telecommunications and interactive communications services. It has a long-standing and highly respected reputation for quality, service, accountability and creativity.

The mobile world is fast moving and complex and the barriers to success are many. There are numerous carriers with numerous standards, the regulatory environment is constantly changing, and all companies in the mobile space are working hard to coalesce the still-forming future of this dynamically growing industry. It's complex, it's confusing, and it is the kind of environment where g8wave is at its best. At g8wave we've faced these sorts of challenges many times, especially in the early days of the pay-per-call and Internet industries, and we emerged as market leaders every time. What makes g8wave unique is a combination of this experience and a hyper focus on client services along with disciplined hard work.

g8wave is uniquely positioned to help the aspiring mobile marketer navigate through the complexity of modern wireless technology, and develop the strategy involved in shaping effective mobile campaigns.

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2006 Board of Directors Elections

GoldPocket Wireless, Steve Leonard, President

Steve Leonard

President

GoldPocket Wireless

12910 Culver Blvd., Ste. B

Los Angeles, CA 90066

Phone: 310.574.4634

Mobile: 617.460.5208

Email: Sleonard@goldpocket.com

Steve Leonard Biography

As President of GoldPocket Wireless, Steve Leonard drives the company's overall strategy and operations. Under his management, GoldPocket Wireless (GPW) has quickly become the market leader in mobile content creation and delivery. Mr. Leonard established GPW's direct connections and billing integrations with all the major wireless carriers and oversaw the development of the company's turnkey and scalable technology platform for the creation, management, and delivery of mobile content.

A pioneer in the wireless industry, Mr. Leonard has a deep understanding of the opportunities and challenges facing all stakeholders in the mobile content value chain – from media companies and content producers to wireless carriers. He has been instrumental in developing and delivering mobile product offerings and compelling revenue models for leading media and entertainment companies, including: CBS, NBC, TV Guide, A&E Networks, Meredith Publishing, CNN, Bennett Productions, The WB, VH-1, GSN, Food Network, Speed Channel, Fuse, TBS, Showtime, SciFi, and Court TV.

Before joining GoldPocket, Mr. Leonard developed expertise in large-scale data system management working with customers such as John Hancock and Compaq across a variety of industries, including insurance, finance, and education. Previously, he worked at Lightbridge, a leader in customer retention and acquisition in the wireless industry, where he helped a wide variety of wireless customers maximize revenues while minimizing risk.

Mr. Leonard holds a Bachelor of Arts in Computer Science, cum laude, from Stonehill College in Massachusetts.

GoldPocket Wireless Profile

GoldPocket Wireless is the leading provider of mobile content creation, management, and transport solutions to the North American media industry, with the only advanced scalable product suite that delivers all forms of mobile content to any mobile device. The Company's aggregation platform features a comprehensive network of carrier direct connections and billing integration, enabling content owners to reach virtually every wireless subscriber in the U.S. Content providers have utilized GoldPocket Wireless's platform to distribute a wide array of premium wireless offerings, ranging from voting and polling to ringtones, wallpapers, and tune-in alerts. GoldPocket Wireless' interactive systems are widely accepted as the industry standard, and the company's customer list is simply unmatched in North America, including top media companies such as CBS, FOX, NBC, HSN, GSN, A&E, The History Channel, Spike TV, MGM, The WB, Speed Channel, PBS, AMC, TBS, CNN, Bravo, Fuse and Lifetime.

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iCrossing, Noah Elkin, Director, Industry Relations

Noah Elkin

Director, Industry Relations
iCrossing
6 West 18th Street
New York, NY 10011
Phone: 646.346.8347
Email: Noah.Elkin@icrossing.com

Noah Elkin Biography

As Director of Industry Relations, Noah Elkin, Ph.D., liaises with the analyst community, represents iCrossing at key industry events, contributes to proprietary studies and generates thought leadership as iCrossing expands its search offerings to wireless devices, interactive television and other emerging technology platforms.

Prior to joining iCrossing, Dr. Elkin served for five years as Senior Analyst at eMarketer, where he covered developments in mobile voice and data, wireless devices, mobile marketing and m-commerce. Dr. Elkin regularly offers his expert commentary to print and Internet publications, including The Wall Street Journal, Investor's Business Daily, OnlineMediaDaily, Line56, DM News, MediaWeek. He has also discussed technology developments as a guest on CNN en Español, and has been a featured speaker at the Mobile Marketing Roadshow. Recently, Dr. Elkin was elected Chair of the Expert Meeting on Information and Communication Technology (ICT) and Tourism for Development by the United Nations Conference on Trade and Development in Geneva, Switzerland.

He is the recipient of a Fulbright fellowship and holds a Ph.D. and an MA from Rutgers University in Latin American History. He received a BA with honors from Columbia University.

iCrossing Profile

Founded in 1998, iCrossing is the Agency and the Technology driving the future of advertising. Through proprietary and award-winning Reverse Direct Marketing™ (RDM) solutions including Natural and Paid Search Advertising, Market ReSearch™, Customer Analytics and Creative Services, iCrossing connects the world's leading brands to their target audiences via desktop, mobile and emerging applications. Headquartered in Scottsdale, Arizona, iCrossing has offices strategically located in New York City, Chicago and San Francisco. For more information, please visit www.icrossing.com.

[MMA General Member.](#)

iLoop Mobile, John Myung, Vice President of Marketing and Investor Relations

John Myung

Vice President of Marketing and Investor Relations
iLoop Mobile
55 South Market St., Suite 1560
San Jose, CA 95113
Direct: 408.907.9301
Mobile: 408.807.5215
Email: john.myung@iloopmobile.com

John C. Myung Biography

John C. Myung is the Vice President of Marketing and Investor Relations for iLoop Mobile. With more than 15 years of computing and marketing experience, Mr. Myung is responsible for driving marketing and investor relationships for iLoop Mobile. Mr. Myung has in-depth experience in retail, online and enterprise marketing including corporate branding, market positioning, and sales promotions. Prior to iLoop Mobile, Mr. Myung was the Vice President of Marketing at RedCannon where he launched the first personal multi-purpose mobile application on a USB device called KeyPoint. KeyPoint is a product solution that includes partnerships with Citrix, RSA, and Verisign. Previously, Mr. Myung was Director of Technical Marketing at Network ICE, Inc., a privately funded startup company developing high-speed intrusion protection products that was acquired by Internet Security Systems for \$200 million in cash and stock. Mr. Myung has held a



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number of technical and marketing positions at startups, enterprise, and Fortune 500 companies. Mr. Myung holds a Juris Doctor in Law and actively works with small startup companies and performs due diligence work for many private investors.

iLoop Mobile Profile

iLoop Mobile is the leading mobile application software company providing interactive mobile phone services, marketing initiatives and content distribution. Our suite of patent-pending products, Dimension Interactive, Dimension Subscription, and Dimension Storefront allows companies to create, connect, and control mobile phone campaigns across the Americas, Europe, and Asia. iLoop Mobile's customers range from small to Fortune 100 companies. iLoop Mobile is privately held and is located in San Jose, California. iLoop Mobile is an active member and sits on the board of the Mobile Marketing Association (MMA).

[MMA General Member and current MMA Board member.](#)

InfoSpace, Brendan Benzing, VP Product Management

Brendan Benzing

Vice President/Product Management
InfoSpace
601 108th Avenue NE, Suite 1200
Bellevue, WA 98004
Office: 425.201.6100
Mobile: 425.201.8724
Email: Brendan.benzing@infospace.com

Brendan Benzing Biography

Brendan is responsible for defining InfoSpace's mobile and Web-based search products and strategies. He joined InfoSpace in 2005, bringing deep experience in the sales, marketing and development of interactive products that center on local content.

He spent six years at America Online, serving as Executive Director in AOL's Search and Directional Media Group. In that role, he developed strategies for pay-for-performance advertising for the company's local Yellow Pages, content targeting, and AOL Search businesses.

Prior to joining AOL, Brendan worked in various sales and marketing roles within the Bell Atlantic Corporation (now part of Verizon), including Bell Atlantic Electronic Publishing and Bell Atlantic Internet Solutions. After graduating from Drexel University in Philadelphia, he began his career in Yellow Pages advertising with CDSC, a joint venture between Bell Atlantic and GTE.

InfoSpace Profile

InfoSpace Mobile is a leading provider and publisher of mobile content and applications that make it possible for media companies and content brands to reach a wide audience of wireless subscribers with compelling content and marketing promotions.

InfoSpace Mobile's rich catalog of entertainment, information and personalization applications is designed to accelerate widespread adoption of mobile data applications by consumers. These applications and services can be managed and delivered through InfoSpace Mobile's platform that provides carrier grade solutions harmonized across all leading mobile technologies, networks and devices.

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Intrado, Inc, Gary Pulford, Director of Business Development

Gary Pulford

Director of Business Development
Intrado Inc.
1601 Dry Creek Drive
Longmont, CO 80503
Direct: 720.494.5876
Mobile: 303.748.8424
Email: gpulford@intrado.com

Gary Pulford Biography

As Director of Business Development Gary is responsible for the development of strategic partner relationships and new market development for Intrado. Gary has spent the last 5 years at Intrado focusing on Location Based Services (LBS) and messaging initiatives including mobile SPAM and content filtering. Gary has been a guest speaker, presenting at numerous industry events focusing on emerging technologies. His experience spans over 16 years in the telecommunications and GIS industries including software applications, professional services, product marketing and management, strategic planning and consulting.

Prior to Intrado Gary managed all location based products and solutions for Lucent Public Safety Systems and was the director of products and services with Mapsco, Inc. where he managed alliances and product lifecycle for the company's product portfolio. He also spent 5 years as a consultant for SBC and AT&T on large-scale projects including a fleet tracking system and an IS solution to manage local telephony. Gary earned a bachelor's degree in 1989 from Lake Forest College with concentrations in Finance and Economics. Gary is a current MMA board member and is also a member of URISA, NENA and APCO.

Intrado Profile

Intrado Inc. is a pioneer in emergency communications and provides the core of North America's 9-1-1 infrastructure and delivers innovative solutions to communications service providers and public safety organizations, including complex data management, network transactions, wireless data services and notification services. bmd wireless AG is a wholly owned subsidiary of Intrado and a leading global provider of core network messaging solutions. Intrado provides a comprehensive suite of mobility services enabling a wide range of value added services and solutions. As a global leader in cross network messaging platforms, Intrado delivers core network messaging, enhanced service delivery, infrastructure and capacity optimization for wireless operators and service providers.

[MMA General Member and current MMA Board member.](#)

ipsh!, Nihal Mehta, President

Nihal Mehta

President
ipsh!
52 Dore Street
San Francisco, CA 94103
Phone: 415.355.9313
Email: nihal@ipsh.net

Nihal Mehta Biography

With over 10 years experience in youth marketing, Nihal Mehta, founder and President of IPSH, is a noted expert in the emerging Gen X / Gen Y adoption of wireless technologies for media properties and consumer brands. His deep experience in developing tools and services for this niche demographic formed the basis for youth and college marketing technology, which had included chat-room features, blogs, lifestyle-centric email programs, and street marketing tools.

As co-founder of UrbanGroove Networks, Inc., in 1998, Mehta helped the company to grow into one of the largest network of youth-oriented, independent city guides online. Constantly seeking new technologies

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and innovations to reach out to young audiences, Mehta left UGN in 2001 to pursue what he felt was an emerging sector: youth interaction through SMS (short messages). It was then that Mehta discovered that previous media competitors had the potential to become clients and there was enormous return for a business specializing in pervasive mobile media. His latest venture, ipsh! (which stands for instant power single-handed) was originally created as a service that allowed event managers to selectively summon individuals based upon their preferences, location, and area code. This service quickly achieved cult-status, and was widely recognized as an effective marketing tool to mobilize youths and alert them to events that occurred after the official closing of traditional establishments such as concert halls, bars, and nightclubs. Today, ipsh! maintains a strong standing as the U.S. leader in mobile marketing with more than 400 total campaigns implemented since inception in June of 2001. Ranging in brands from Madonna to Budweiser, the firm has transformed lifestyle marketing through offline/online youth events into a multi-million dollar, mobile lifestyle marketing operation. The firm was recently acquired by Omnicom in October 2005. He remains today managing Ipsh! operations, as the youngest CEO for Omnicom.

Sought for his expert insight into the developing interaction between the youth culture and marketers, Mehta's work has earned him distinction as one of AdAge's Top Twenty Marketers in their 20s as well as profiles in The Hollywood Reporter, Los Angeles Times, San Francisco Chronicle, The Financial Times, and Tech-TV, among others. His latest creative and technical vision became the backbone for 2004 holiday's successful mobile film campaigns for the Warner Brothers' Polar Express, Alexander. Aside from his work with some of the world's most recognized brands that include such names as Disney, Sony, Universal, Warner Brothers, Kelloggs, Elizabeth Arden, Electronic Arts, Bertelsmann, Masterfoods, K-Mart, Reebok, Dunkin' Donuts, EMI, American Express, and HBO; Nihal – just 27 years old – still keeps his finger on entertainment's pulse through his hobby as a DJ, where can be found spinning events across the U.S. in cities such as San Francisco, New York, Washington D.C., and Miami.

A graduate from the University of Pennsylvania, Mehta obtained an honors BA in Philosophy of Science and a BS in Computer Science and Engineering.

ipsh! Profile

ipsh! is the North American leader in innovating, developing and deploying effective, turnkey mobile marketing strategies. Spanning technologies that encompass 1 and 2 way SMS, alerts, promotions, ringtones, wallpapers, screensavers, games, real-time voting/polling, chat, interactive TV, premium SMS, and MMS; ipsh! dominates the media and entertainment verticals in North America and is looking for partnerships and M&A opportunities to expand its dominant footprint. ipsh! works with 85% of major US record labels and over 30% of all major U.S film studios. ipsh! product suite includes ipsh! p2p, ipsh! Messenger, ipsh! Interactive, ipsh! m-Store and ipsh! eztxtmsg.

[MMA General Member and current MMA Board member.](#)

Juice Wireless, David Herman, CEO

David Herman

CEO

Juice Wireless

601 West 26th Street, Suite 1395

NY, NY 10001

Phone: 212.243.3612

Email: david@juicewireless.com

David Herman Biography

Most recently, David was the CEO of New York based holding company, 2B Enterprises, LLC. 2B works with fortune 400 companies to develop and implement branded entertainment strategies. 2B also works with smaller stage companies to raise financing, write business and strategic plans, develop and manage all deal flow and provide strategic direction. 2B currently holds equity stakes in Sennari Mobile, a mobile gaming business, Designers Management Agency (DMA), a fashion designers management firm and Drama Family Media, an urban record label and lifestyle brand.

Prior, David was President of the London-based, Network of the World (www.now.com), a wholly owned subsidiary of Pacific Century Cyberworks' (PCCW). NOW was PCCW's global, consumer-focused television

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and broadband service. David focused much of his effort on the services' 18-month rollout in Asia over AsiaSat, in Europe over Eutelsat and globally on the web. David was responsible for managing the Company's five operating divisions and its 400 employees. David negotiated and managed relationships with NOW's sole owner and financier, PCCW, its strategic partners, IMG and TWI and its US-based distribution partner, ATT Broadband.

Prior to NOW, David was the Founder, CEO and President of the Hollywood Stock Exchange (www.hsx.com). In his capacity as CEO and President David wrote the company's business plan and strategic plan, hired all key staff members and raised over \$35M from CitiGroup Ventures, NBC, SBS Broadcasting, Ingram Entertainment, XL Ventures, Keystone Ventures, Kagan Media as well as a number of highly placed individual investors. He negotiated strategic relationships and investments from MTV Networks, NBC Broadcasting, NBCi, SNAP.com, SBS Broadcasting of Europe and Pacific Century Cyberworks. He also led and negotiated the partnerships for the company's syndicated radio show with CBS, its interstitial television program with NBC's Access Hollywood as well as the syndication of its daily trading activities to hundreds of newspapers, magazines and websites around the world. HSX was sold to bond trading leader Cantor Fitzgerald in July 2000.

Prior to HSX, David founded Origami Media and Entertainment in 1994. Origami first consulted to Prodigy, MSN and AOL's Greenhouse Project to find talent and creative concepts for their online networks. The company then migrated to an incubator model, providing and seeking financing, writing business and strategic plans and building management teams for media based Internet start-ups. In three years, Origami built a portfolio of companies with ownership %'s ranging up to 40%. Origami sold its portfolio to several buyers including AOL's Greenhouse division in 1997.

Prior to Origami, David was a partner at the boutique entertainment law firm of Markowitz & Rabbach, leading the firm's impressive growth into music with the representation of both up and coming and established musical artists, record labels and music publishers.

During this time, David founded Warrior Music, a music publishing company, he still owns today. Warrior has been profitable each year since its second year in business. David remains the company's Chairman and 94% owner.

While in law school, David founded, built and sold AnnaXanna Entertainment, an independent music video production company. In addition to the production of music videos, AnnaXanna signed, represented and managed music video directors and acquired and managed a video production equipment rental company. David sold the company to Polygram Entertainment in 1993.

David holds a JD from the Cardozo School of Law.

Juice Wireless Profile

Juice creates, develops, designs and brings to market highly innovative, valuable and useful, mobile consumer products, built on proprietary and patent-pending technologies we also developed and effectively markets and sells these products to those consumers most likely to buy and use them.

We use our thriving mobile marketing business serving the world's most recognized media companies and consumer brands to underwrite the development, ensure the success and maximize the profits of our mobile consumer products. In doing so, we reap the stable revenues, critical business relationships, predictable growth and positive cash flow of our mobile marketing business while continuing to lay the foundation for the explosive earnings from the mass consumer adoption of our consumer products.

In 16 short months, we have developed a who's who customer and partner list including Conde Nast Corporate Sales Group, many of Conde Nast's 38 magazine titles, AOL Impact Marketing, Hearst Corporate Marketing Group, Citizen's Bank, Sony Connect, Gillette, P&G and Transworld Entertainment, the largest music retailer in the world. Additionally, we have developed and launched four consumer products including Mobile Birthday Reminder (www.mobilebday.com), Cool Mobile Games (www.coolmobilegames.com), Info-To-Go (www.infotogomobile.com) and our highly popular mobile recipe and shopping service, Epi-To-Go, with partner www.Epicurious.com. Lastly, Juice is in the early phase of development of three additional, ground-breaking mobile consumer products, all of which represent the future of mobile data services, what we call, *the other 98%*.

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JumpTap, Inc., Eric McCabe, VP Marketing

Eric McCabe

VP Marketing
JumpTap, Inc.
245 First Street, Suite 1100
Cambridge, MA 02142
Office: 617.301.4554
Mobile: 617.710.4226
Email: eric.mccabe@jumptap.com

Eric McCabe Biography

Eric McCabe is Vice President of Marketing for JumpTap. Mr. McCabe was most recently Director of Marketing for Openwave, where he developed the company's strategy for mobile entertainment and MVNOs. Prior to Openwave's acquisition of SignalSoft in 2002, Mr. McCabe had been SignalSoft's Vice President of Marketing, where he was responsible for product management, product marketing, corporate communications and standards. Prior to SignalSoft, Mr. McCabe served as Associate Director of Corporate Strategy at US WEST, where he helped formulate and manage US WEST's multimedia strategy for integrated communications, entertainment and information services, culminating in the acquisition of Atlanta Metropolitan Cable in September of 1994 and the acquisition of Continental Cable in August of 1996. Mr. McCabe has served on the board of directors of the Location Interoperability Forum, a global industry body for the creation of standards in the wireless location industry. Mr. McCabe holds a Bachelor of Arts degree from Stanford University and received an M.B.A. from the University of Colorado at Boulder.

JumpTap Profile

www.jumptap.com

JumpTap maximizes carrier value from mobile search. While search has transformed the way people use the Internet, mobile search is an untapped value source for mobile operators. JumpTap leverages the unique capabilities and requirements of the mobile environment to drive carrier benefits. JumpTap brings three assets to the carriers for implementation in their networks: 1) an intuitive user interface for mobile search, 2) a mobile specific search engine, and 3) a sales and marketing program to help content providers, marketers and merchants bid for keywords. JumpTap helps mobile operators increase subscriber loyalty and control the search experience through a carrier branded solution.

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Ki-Bi Mobile Technologies, Gary Yentin, VP Business Development

Gary Yentin

VP Business Development
Ki-Bi Mobile Technologies
19 Tarleton Road
Toronto, Canada MP52M6
Phone: 416.464.2223
Email: gary@ki-bi.com

Gary Yentin Biography

Gary has a proven track record in taking top media companies wireless. Working with clients in entertainment, sports and finance, Gary has built wireless programs and opened distribution channels for companies including Reuters, Virgin Mobile Canada, Rogers, Lifetime, Planetout and iVillage. With over ten years of experience in media, entertainment and technology, Gary ensures that each brand's wireless experience is unique, fun and exciting while respecting the its' core values. At Ki-Bi Mobile Technologies, Gary is responsible for managing the North American market, working with carriers, brands and retail distribution channels

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Ki-Bi Profile

Ki-Bi provides innovative technological solutions for physical distribution and marketing of content and applications for mobile handsets. The Company's business model is based upon the sale of electronic content cards ("Cards") and sharing of the revenues from the content distributed through the Cards. As of May 2005, Ki-Bi is publicly traded on AIM in London (LSE: KIB).

Content, such as ringtones, music, video and games for mobile handsets, is currently distributed mainly by over-the-air downloads into handsets, but there are technological, logistic and marketing barriers to traditional physical distribution of such content via retail outlets. Ki-Bi provides a solution for the physical distribution of mobile content based on a combination of proprietary consumer electronics devices and central management server systems.

Ki-Bi's Cards enable flexibility for customization and production in mass volumes, elements which the Directors consider are essential in brand differentiation and content promotion. During the past two years, Ki-Bi has established relationships with global leaders in the mobile market such as Motorola, Ericsson, Orange, O2, Sun Microsystems, Siemens and others. For more information, please visit www.ki-bi.com.

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Lagardere Active North America, Frederic Guarino, Director Premium SMS Services

Frederic Guarino

Director Premium SMS Services
Lagardere Active North America
1633 Broadway 20F
New York, NY 10019
Phone: 212.497.9252
Fax: 212.497.9271
Email: fguarino@hfmus.com

Frederic Guarino Biography

Frederic Guarino has been working in the mobile telecoms industry since 2000. A graduate of the Paris Political Sciences Institute (Sciences Po), Frederic started his career at Corbis Sygma in New York, leading the creation of the Internet sales department. In 2000, he was on the founding team of Rixxo AG, one of the first pan-European SMS aggregators and application developers.

A member of the Lagardere Active North America team since 2004, Frederic's focus has been on the Premium SMS market, leading the launch of PSMS-billed mobile social network applications, as well as ringtone and wallpaper download services.

Lagardere Active North America Profile

With operations in New York, Paris and Düsseldorf and over \$100 million in revenue in 2004, Lagardere's Mobile division is an established publisher and distributor of original lifestyle content and services delivered through mobile handsets and designed for the Mobile Generation. The Company offers an extensive catalogue of branded mobile products such as ringtones, wallpapers, mobile games, infotainment services (e.g. news, weather information and astrology services) and mobile community applications (e.g. mobile chat, dating and blogging services). The Company distributes its mobile products primarily in Europe and the U.S., both directly to wireless subscribers via Premium SMS and through wireless carrier-operated e-commerce portals via WAP, i-Mode and BREW.

Lagardere Active North America (LANA), the US mobile subsidiary, is one of the premier mobile content and services providers in the US. LANA's approach has been to create branded and original content for cellphone subscribers. In addition to hip hop mobile record labels BlingTones and Barrio Mobile, LANA in collaboration with sister company Hachette Filipacchi Media U.S., a leading special interest magazine publisher, has also launched Car&Driver Mobile and ELLE Girl Mobile based on Hachette's successful brands. In addition, LANA has partnered with Emap's FHM Magazine for FHM Mobile. LANA's products are distributed through all the major carriers in North America. In addition, LANA has been one of the leading direct to consumer marketers in the mobile space, launching mobile social network services through television, print and online campaigns.

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LimeLife, Erica Chriss, VP Business Development

Erica Chriss

Vice President, Business Development
LimeLife, Inc.
4300 Bohannon Dr. Ste. 230
Menlo Park, CA 94025
Mobile: 510.409.9200
Fax: 650.321.7510
Email: erica@limelife.com

Erica Chriss Biography

Erica Chriss is the Vice President of Business Development for LimeLife, Inc. Erica brings with her ten years of experience in the mobile industry. Her expansive mobile knowledge, paired with her intelligence, unrelenting dedication, and commitment to grow the industry, make her an esteemed asset to the mobile marketing community. She has made a career of developing projects and relationships in the wireless industry. As Vice President of Business Development for LimeLife, Erica is responsible for forging relationships with major media and consumer brands, including advertisers. Erica has significant connections to the major media and brand players in mobile and works with them closely to envision mobile product and marketing innovations.

Prior to LimeLife, Erica was Director of Business Development for Digital Chocolate where she was responsible for the development and deployment of corporate strategy surrounding brand licensing, OEMs, and emerging markets/technologies. Prior to Digital Chocolate, Erica was with Bain & Company where she worked with the Telecom and Technology Practice to identify market trends and strategic business development priorities. Erica also served as the Director of Content Partnerships at NextBus Information Systems, an early leader in the location-based services space, and has been a member of the Wireless Internet Counsel and the Wireless Advertising Association. She graduated Cum Laude from Columbia University with a Bachelor's Degree in Art History.

LimeLife, Inc. Profile

LimeLife is the only mobile software publisher focused on the female market. From mobile phone games to lifestyle applications, LimeLife will be women's source for "gotta have it" wireless content. LimeLife fulfills its mission by partnering closely with major consumer brands that are important to women and bringing relevant and recognizable content to their phones. In addition, LimeLife is embracing mobile marketing and has partnered with P&G to sponsor one of LimeLife's games on Cingular and Verizon.

[MMA Startup Member.](#)

LogicaCMG, Wayne Irwin, Senior Vice President Sales

Wayne Irwin

Senior Vice President Sales
LogicaCMG
6404 International Parkway, Suite 2048
Plano, TX 75093
Phone: 972.246.5414
Email: wayne.irwin@logicacmg.com

Wayne Irwin Biography

Wayne Irwin is Senior Vice President of Sales for LogicaCMG Global Telecoms. In this role, he is responsible for all sales activities in the North America, Central America and Caribbean. Mr. Irwin has 20 years of experience in telecommunications and enterprise IP-based messaging. During this time, Wayne has developed a broad base of expertise through his work as a service provider, software

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developer and infrastructure provider. He also has extensive experience managing joint ventures & strategic alliances and mergers & acquisitions.

Prior to joining LogicaCMG, Wayne founded InTouch Video, Inc., which provides advanced IP-based messaging enterprise applications. While operating InTouch Video, Wayne's efforts resulted in a positive cash flow for the company and the formation of strategic partnerships with companies like AOL, MSN, AT&T, Match.com and Logitech.

Before founding InTouch Video, Wayne worked for Aperian Inc. and GTE (Now Verizon). As Aperian's President and Chief Operating Officer, Wayne oversaw a team of over 150 professionals and increased total sales 350%. During his ten years working at GTE, Mr. Irwin was promoted multiple times through the organization, ultimately holding the position of Assistant Vice President – Web Commerce. He managed over \$1B in annual revenues and sold over \$200M in total contract revenues.

Wayne has a BS in Business Information from Central Michigan University and a MBA from Xavier University.

LogicaCMG Profile

LogicaCMG provides management and IT consultancy, systems development and integration as well as outsourced management of targeted business processes. LogicaCMG creates and implements solutions for global clients that embrace the best technological solutions for tangible business results. We know our clients expect mission-critical, integrated business solutions. That's what we deliver.

We deliver groundbreaking applications and innovative IT solutions to solve some of the toughest business challenges facing global businesses today. Our solutions are:

- Mission-critical: operating at the heart of the client's business.

- Value added: optimising the use of innovative technology and expert consultancy to increase customers' business efficiency and drive down costs whilst maximising their existing ICT investments.

- Repeatable: replicating and improving proven solutions implemented around the world, sharing best practice, setting industry standards and offering competitive advantage to clients.

LogicaCMG focuses on differentiated, value-added activities critical to the business success of our clients.

We provide companies with a competitive advantage through the adoption of the following core strengths:

- strategic consultancy,

- systems integration,

- project management,

- products, and

- support services such as business process outsourcing.

[MMA General Member.](#)

mBlox Americas, E. Jay Emmet, President

E. Jay Emmet

President

mBlox Americas

485 East Evelyn Avenue

Sunnyvale, CA 94086

Phone: 360.607.6343

Email: jay.emmet@mblox.com

E. Jay Emmet Biography

As President of the Americas, Jay Emmet is responsible for managing all commercial activities supporting the North and South American markets.

Prior to joining mBlox, Emmet was SVP of Operations for ATG, and previous to that he was VP of Sales and Marketing at New Edge Networks. Emmet has over 15 years of multi-functional communications experience including leadership positions at LightNetworks, Logix, and MCI. He also worked at Andersen Consulting (currently Accenture) and served 6 years as a United States Marine Officer. He has an MBA from American University and a BA from St. Anselm College.

Emmet currently serves as a board member for the MMA.

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mBlox Profile

mBlox is in the business of connecting companies and their customers. Resources and expertise are required to build and maintain these connections. That is why mBlox focuses exclusively on the commercial and technical complexities of SMS infrastructure services.

In June 2003, MobileSys, the leading American provider of SMS services to the enterprise market, and mBlox, a leading European SMS infrastructure service provider, merged to create a robust mobile messaging enterprise. Today, mBlox is the premier service provider of mobile messaging infrastructure in the United States and Europe.

Focused exclusively on the commercial and technical complexities of mobile payment and messaging infrastructure, mBlox is in the business of connecting companies with customers. The result of this dedicated attention to infrastructure is that mBlox delivers comprehensive and dependable SMS transport and financial settlement services. With an international network of offices and mature carrier relationships, mBlox is the logical choice for managing SMS.

[MMA General Member and current MMA Board member.](#)

MediaContacts, Rob Griffin, VP, U.S. Director of Search

Rob Griffin

VP, U.S. Director of Search
MediaContacts
101 Huntington Ave
Boston, MA 02199
Phone: 617.425.4316
Fax: 617.4254101
Email: rob.griffin@medicontacts.com

Rob Griffin Biography

As Vice President of U.S. Search, Rob is responsible for providing strategic guidance and shaping a dedicated search division within MediaContacts managing search engine marketing services for clients like Vonage, Fidelity, and Royal Caribbean. Rob has been with MediaContacts for over three years and has been involved with interactive advertising since early 1996. During that time Rob has had an array of experience from starting his career at The Family Education Network, to analyst work with The Laredo Group, to brokering, consulting, and managing multimillion-dollar partnerships for clients like Monster and RadioShack.

Rob is a member of the BIMA, Boston Interactive Media Association, where he chairs the programming committee. Rob received his BBA in International Marketing from the University of Rhode Island.

MediaContacts Profile

Media Contacts ("MC") is the global interactive network of Media Planning Group ("MPG") - the media division of HAVAS. MC provides media-focused marketing solutions across all digital and direct response channels.

Media Contacts brings together professional expertise, proven strategic insight, and advanced proprietary technology, to maximize impact for our client's interactive media investments.

Artemis™, our proprietary global technology platform, enables you to efficiently reach customers, maximizing your return on communication investment, and delivering actionable insights through database marketing.

From 23 cities in 19 different countries across Europe, North America, South America and Asia Pacific, Media Contacts is the trusted partner of more than 400 clients, including industry leaders such as Air France, Expedia, Nike, ING Direct, VW, Repsol amongst others.

[MMA General Member.](#)

Microsoft/MSN, Matt Champagne, Director

2006 Board of Directors Elections

Matt Champagne

Director, Product Management
Microsoft/MSN
One Microsoft Way
Redmond, WA 98052-6399
Phone: 425.722.3830
Mobile: 425.736.1242
Fax: 425.936.7329
Email: mattch@microsoft.com

Matt Champagne Bio

Matt Champagne is currently Director of Mobile Product Management at MSN (Microsoft). Prior to MSN, Mr. Champagne was CEO of Tukati, Inc., a software and ASP company providing a broadband media delivery solution based on secure grid networking. Before Tukati, he held the position of COO and Vice President, Mobile Solutions at eCash Technologies, Inc., a software and solutions provider for mission critical transaction processing and payments systems targeted to the financial, telecommunications, and media markets. Before joining eCash, Mr. Champagne was Executive Vice President for Tenzing, Inc., an innovative provider of connectivity, email, and ecommerce services to the frequent business traveler via mobile satellite and terrestrial services. Prior to Tenzing, Mr. Champagne was a Director, Data Services for AT&T Wireless Services (formerly McCaw Cellular).

Microsoft/MSN Profile

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.

[MMA General Member and current MMA Board member.](#)

Mobile Media North America, Soren Schafft, VP Sales and Marketing

Soren Schafft

VP Sales & Marketing
Mobile Media North America
8230 Old Courthouse Rd., Suite 500
Vienna, VA 22182
Phone: 703.226.1444 x202
Mobile: 703.627.7441
Fax: 703.821.4005
Email: schaffts@mobilemedia.com

Soren Schafft Biography

Soren Schafft is a pioneer in the wireless services market as a co-founder of Telenor Interactive (now known as Mobile Media North America), the first inter-carrier, premium sms service provider and aggregator in the United States. Soren manages Mobile Media's sales, products, aggregation services, service delivery, and operations functions. He has managed projects with companies including NewsCorp, Disney, ABC, Univision, Telemundo / NBC, The Weather Channel, Fuse, and Hearst, as well as, with carriers such as Verizon, Cingular, AT&T Wireless, Sprint, Nextel, T Mobile, and Alltel. Soren brings to Mobile Media North America over 15 years in international experience in mobile entertainment wireless data, and consulting services with management positions at KPMG Hungary (now Bearing Point), Pannon GSM (Hungary), Telenor Inc., and Wireless Matrix.

Mobile Media North America

The Mobile Media Company is a leading producer and global distributor of branded, made-for-mobile entertainment, interactive TV formats and mobile marketing concepts. The Company currently engages with an audience of over 500 million mobile users throughout Europe, North America, South America and Asia Pacific, working in partnership with mobile network and portal operations, media companies, brand managers and agencies. Mobile Media is headquartered in Oslo, Norway, with principal operating offices in

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Vienna, VA, USA and other offices and technology development centers in the UK, Romania, Hong Kong and China. For more information, please visit: www.MobileMedia.com.

[MMA General Member and current MMA Board member.](#)

MobileLime, Jeff Yolen, Vice President of Business Development

Jeff Yolen

Vice President, Business Development
MobileLime (a service of Vayusa, Inc)
85 Main Street
Watertown, MA 02472
Office: 617.402.0689
Fax: 617.663.6235
Mobile: 617.448.5838

Jeff Yolen Biography

MobileLime® Vice President of Business Development, Jeff Yolen, has over ten years of combined management, business development, marketing and technology experience in the digital entertainment and telecommunications industries. Mr. Yolen's senior management positions span myriad industry leading companies such as RealNetworks, Virgin Mobile and Virgin Management. While at RealNetworks, Mr. Yolen was the director of business development and marketing in Europe. In this capacity, he created and managed the company's mobile content businesses and multi-million dollar games business in Europe. Prior to RealNetworks, Mr. Yolen was a senior member of the corporate and business development teams at Virgin Mobile and Virgin Management, where he launched MVNOs globally, developed and managed data services for Virgin Mobile UK, and invested in a successful European Wi-Fi ISP. He has also held management positions at Kozmo.com and JP Kids. Mr. Yolen holds an MBA, an MPA in International Affairs, and a BA in Urban Studies, from Harvard.

MobileLime Profile

MobileLime® is the first U.S.-based company to transform any mobile phone to offer consumers a more convenient checkout service at their favorite merchants, increasing revenue while improving customer service and loyalty.

MobileLime, a service of Vayusa, Inc., was founded in 2001 and allows consumers to make purchases through any mobile phone at participating merchants. MobileLime offers value to merchants by providing faster checkouts and substantially improving customer service while increasing the bottom line. The solution enables merchants to provide consumers with multiple payment options including traditional credit cards, checking accounts and prepaid accounts.

MobileLime offers the consumer a personalized shopping experience through the only true relationship-based mobile marketing service. Consumers benefit from cardless reward programs, paperless coupons and special promotions that are targeted and personalized by the merchants they frequent. MobileLime users are instantly notified of transactions via text message receipts sent to their mobile phone and can track their spending via the Internet. Consumers can instantly join a merchant's program at the store, online or by mobile phone.

MobileLime works on all U.S. mobile phones and utilizes the power of text messaging and interactive voice response (IVR) to reach consumers with timely marketing information before, during and after the purchase transaction. MobileLime offers a more secure payment solution than the typical card payment process.

MobileLime is comprised of a team of financial services, CRM, wireless and e-commerce experts who understand the retail and payment industry. MobileLime's powerful management information system enables the consumer's mobile phone to access a credit card number, checking account or pre-paid account for a more secure and easy checkout.

MobileLime has partnered with leading point-of-sale companies such as IBM, POSitouch, StoreNext, and Verifone. The company also offers comprehensive payment options with leading payment processors such as Chase Merchant Services, Paymentech, and Authorize.net.

MobileLime is funded by strategic private venture capital investors including SeaPoint Ventures, Ignition Partners and Oak Investment Partners.

With its fast checkout process and personalized marketing options, MobileLime is an ideal service for

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merchants such as grocery stores, full-serve and quick-serve restaurants, general retailers and taxi services. Consumers who own and use mobile phones benefit from the convenience, savings, and security that come with using MobileLime.

[MMA Startup Member.](#)

MobiTV, Inc., Dave Whetstone, Chief Marketing Officer

Dave Whetstone

Chief Marketing Officer
MobiTV, Inc.
6425 Christie Avenue, 5th Floor
Emeryville, CA 94608
Mobile: 415.846.3358
Fax: 510.450.5001
Email: dwhetstone@mobitv.com

Dave Whetstone Biography

Dave Whetstone has over 12 years of wireless experience developing innovative services and marketing strategies for wireless carriers. He was a co-founder and chief marketing officer of Virgin Mobile's US business. In that role, he was responsible for developing Virgin Mobile USA's business strategy, creating the service offering and go-to-market strategy, and developing distribution agreements with the nation's largest retailers. Before Virgin, Whetstone held a variety of senior marketing and operational positions over a seven year period at AirTouch Cellular (now Verizon Wireless). Most recently, he was vice-president of marketing for WebEx Communications. In addition, Whetstone has served as a strategy and marketing advisor for carriers, handset manufacturers and internet service providers.

MobiTV Profile

MobiTV, Inc. (formerly known as Idetic, Inc.) is the first global television and digital radio service provider for the more than 2 billion mobile phone users worldwide. The MobiTV® service is available in the US through Sprint, Cingular, Alltel and several regional carriers; in the United Kingdom through 3 and Orange UK; and is now available to Canadian customers through Bell Canada, Rogers and TELUS Mobility. The Emmy® Award winning service now reaches more than half a million subscribers and offers many popular TV channels from content providers such as MSNBC, ABC News Now, CNN, Fox News, Fox Sports, ESPN 3GTV, NBC Mobile, CNBC, CSPAN, The Discovery Channel, TLC, The Weather Channel and others that deliver cartoons, music videos and comedy. MobiTV also has a full line up of geographically specific channels. Founded in 1999, MobiTV is a privately-held company headquartered in Emeryville, CA. For more information on the company, its products or technology, please visit www.mobitv.com.

[MMA General Member.](#)

Mobliss, Inc., John Loschky, Senior Director of Program Management

John Loschky

Senior Director of Program Management
Mobliss
Smith Tower
506 Second Avenue, Suite 410
Seattle, WA 98104
Mobile: 206.484.5455
Email: jloschky@mobliss.com

John Loschky Biography

A 14 year veteran of emerging technologies, John's background has been focused predominately on content delivery over new mediums. This experience includes tenures at Spry marketing "Internet in Box" in the early 90s, development of international business channels at Real Networks and critical involvement

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in the development/growth of messaging and data products at AT&T Wireless. While at AT&T Wireless, John was the lead program manager for the development of the text message voting application for American Idol. The core foundation of this product and infrastructure is still in use today by Cingular and the producers of American Idol.

As Senior Director of Program Management at Mobliss, John Loschky oversees the implementation of all products and services. This includes deployment of all messaging, ringtone and WAP services as well as the integration of new services/platforms with US and International carriers. His background and active involvement with the key parties of the content value chain have allowed him to develop an acute awareness of the wireless content arena.

John holds a BA in Management Information Systems from Washington State University.

Mobliss Profile

Mobliss, an Index Group Company, is the premier provider of mobile media and marketing services. Our customers can choose from a variety of development tools and platforms to create and deliver text messaging and mobile music. We also develop and publish popular games including Family Feud, The Price Is Right Cliffhangers, and WildWest Blackjack.

Mobliss provides carriers, content providers, and marketers with a complete and flexible delivery technology. We can distribute interactive content to 150 million-plus wireless subscribers using our messaging network. Mobliss customers include The Coca-Cola Company, Fox Broadcasting Company, and FremantleMedia, the producer of American Idol.

[MMA General Member and current MMA Board member.](#)

MX Telecom, Alex Moir, CEO North America

Alex Moir

CEO North America

MX Telecom

Phone: 646.375.2094

Mobile: 646.591.7296

Fax: 646.365.3423

Email: alex@mxtelecom.com

Alex Moir Biography

Alex heads up the North American operations of leading SMS aggregator MX Telecom and is responsible for all commercial activities supporting the US and Canadian markets. Prior to opening the US office in New York in 2003, Alex spent two years as Marketing Director for MX Telecom in London, building key relationships in the early days of the SMS market in Europe. MX Telecom operates in North America, Europe and Australasia, serving hundreds of clients for SMS, MMS, Video, Voice and Location connectivity. It has become a major player in the wireless industry, well respected for its role in growing and developing the market over the past five years. Alex is an active member of the MMA, participating in the Consumer Best Practices, Short Code, and Marketing Best Practices working groups. Through energetic participation in the MMA and other key industry bodies, Alex aims to use MX Telecom's reach and experience to influence and support the profitable and sustainable growth of the industry in North America by aligning the needs of content providers, carriers and end users.

MX Telecom Profile

www.mxtelecom.com

Founded in London in 2000, MX Telecom was one of the first SMS aggregators and is now a major player globally, serving hundreds of clients in North America, Europe and Australasia. Through its extensive network of connectivity agreements and mature carrier relationships, MX Telecom is the most reliable choice for SMS connectivity and Premium SMS financial settlement.

MX Telecom is also renowned for its technical expertise and innovation and has the most comprehensive connectivity platform of any aggregator: in addition to SMS infrastructure, its robust gateway supports MMS, Video, Voice and Location services. This reputation, combined with a focus on service and speed to market, has attracted a wide variety of clients including independent content providers, mobile marketing

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agencies, top line media brands, wireless carriers and government agencies. MX Telecom has a sustainable business model, having grown profitably since launch without the need for funding. It works closely with carriers and leading industry bodies to support the profitable and sustainable growth of the industry.

[MMA General Member.](#)

NeoMedia Technologies, Charles W. Fritz, Founder and Chairman of the Board

Charles W. Fritz

Founder and Chairman of the Board
NeoMedia Technologies
2201 Second Street, Suite 402
Ft. Myers, Florida 33901
Phone: 239.851.6304

Charles W. Fritz Biography

Charles W. Fritz is the founder of NeoMedia Technologies, and served as Chairman of the Board of Directors, President and Chief Executive Officer of the corporation from its inception until June 2002. Since then, he has acted as a consultant and advisor to the company, as well as continuing to serve as Chairman of the Board of Directors.

Prior to NeoMedia, Mr. Fritz was an Account Executive with IBM Corporation from 1986 to 1988, Director of Marketing and Strategic Alliances for the Information Consulting Group from 1988-1989, and a Consultant for McKinsey & Company.

Mr. Fritz holds an M.B.A. from Rollins College and a B.A. in finance from the University of Florida. Mr. Fritz has been an active member of a number of Mobile Marketing Initiatives across the world.

NeoMedia has developed PaperClick; a patented next generation mobile marketing technology. By snapping a picture of a barcode or entering a brand name, mobile-users can link to any Web page in seconds. PaperClick provides customized content based on end-user demographics and click-through reporting for each barcode or keyword. This is the "killer app" you've been waiting for. PaperClick - Surf the Real World!

NeoMedia Technologies Profile

NeoMedia Technologies, Inc. is a developer and international marketer of software and patented technologies, including Paperclick TM (www.paperclick.com) PaperClick for Camera Cell Phones TM and the PaperClick Mobile Go-Window TM, which link products, print and physical objects directly to targeted online data. NeoMedia also offers expertise in homeland security and e-authentication applications, and its Systems Integration Group specializes in providing expert-based IT consulting, hardware and software solutions.

[MMA General Member.](#)

New Motion Inc./Mobile Sidewalk, Brian Singleton, Senior Vice President, Operations

Brian Singleton

Senior Vice President, Operations
New Motion Inc.
42 Corporate Park
Irvine Ca 92606
Phone: 949.777.3700 x208
Fax: 949.777.3707
brian@newmotioninc.com

Brian Singleton Biography

Brian Singleton began his technology career with Circuit City in 1997, where he helped pioneer a B2B sales division for technology products, and then for Kalty & Salios, where he oversaw IT and technology development for more than 2000 in-house end users serving Home Depot and Lowe's

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retail stores. In 2002, he franchised World Media Productions, a digital media production company. In 2003, he was recruited by Inqarta Inc., where he served as director of operations and managed the development and launch of five new online divisions. In 2004 he moved into online marketing as the director of sales for Mind Set Interactive which was later acquired by Broad Spring Inc. where he continued to manage one of the largest online marketing affiliate networks in the US. Singleton is highly trained in several new technologies, including low voltage electronics and fiber optics systems. He is a Microsoft Certified Systems Engineer with a specialty in database design and WAN implementation, and oversees all operations and technology functions at New Motion, Inc. Singleton is responsible for New Motion's feature-rich and consumer-friendly technology.

Mobile Sidewalk Profile

MobileSidewalk is one of the largest direct to consumer mobile entertainment companies in the US. With nearly 1 million customers in the first year of launching MobileSidewalk is now considered one of the fastest growing companies on the West Coast. Based in Irvine, CA with a branch office in Sydney, Australia MobileSidewalk has developed many new featured products including the hit Interactive Trivia contest where tens of thousands of players compete each month for fun and prizes. Combined with one of the top selling ringtone club memberships and a fantastic array of wallpapers and games MobileSidewalk is one of the most innovative and successful mobile companies in the US.

[MMA Startup Member.](#)

Ogilvy Interactive, North America, Eric Wheeler, Senior Partner, Executive Director

Eric Wheeler

Senior Partner, Executive Director
Ogilvy Interactive, North America
Worldwide Plaza 309 W 49th St
New York, NY 10019-7399
Email: eric.wheeler@ogilvy.com

Eric Wheeler Biography

Eric Wheeler leads the OgilvyInteractive unit of OgilvyOne North America, which was recently named "Interactive Agency of the Year 2004" by *Adweek*. He is responsible for client leadership, digital innovation, technology, project management and all interactive operations.

Prior to joining Ogilvy, Eric was the Chief Operating Officer for Carat Interactive and has held management positions at several leading agencies such as Anderson & Lembke. In 1998, he co-founded the innovative, full-service digital marketing agency, Lot21 Interactive, in San Francisco where he was President & Chief Operating Officer. Eric's client expertise spans over 85 clients in 20 industry categories including Consumer, Pharmaceutical, B2B and Technology. Eric's current Clients include American Express, Kodak, Motorola, IBM, SAP, Ameritrade and Yahoo!.

Eric is also on the advisory board of the Internet Advertising Bureau and the Mobile Marketing Association and is actively involved with key interactive industry groups such as AdTech and the Ad Club.

Ogilvy Interactive North America Profile

OgilvyInteractive Worldwide is the world's largest and most experienced full-service digital marketing agency, with a global reach of 42 offices in 39 countries. It provides clients with a full range of interactive and consulting services to deliver profitable customer relationships. The roster of clients is equally balanced between global clients including American Express, IBM, Nestlé, Unilever and Yahoo!, and leading clients in our local markets. OgilvyInteractive is a wholly-owned subsidiary of OgilvyOne Worldwide, a unit of The Ogilvy Group. The agency is part of WPP Group plc (NASDAQ: WPPGY), one of the world's largest communications services groups.

[MMA General Member and current MMA Board member.](#)

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POP Solutions, Andrew Steinfeld, CMO

Andrew A. Steinfeld

Vice President and CMO
4929 Wilshire Blvd., Suite 690
Los Angeles, Ca 90010
Phone: 323.954.9360
Fax: 323.932.6955
Email: asteinfeld@pop-solutions.com

Andrew Steinfeld Biography

Mr. Steinfeld is responsible for brand management and marketing, product management and development, cross media promotions, and is the corporate liaison. In addition, he is responsible for managing POP Solutions Inter-national Sales team. Mr. Steinfeld has been involved in many startups including serving as Sr. VP for Body by Jake, a health and fitness entertainment conglomerate. He brings to POP Solutions over 25 years of Senior Business Management experience.

POP Solutions Profile

POP Solutions is a Mobile Media company that offers organizations mobile solutions in every major market in the United States. Our world class technology is currently used in 9 countries around the globe.

The Mobile Device has become the consumer's most personal device and it is on this device, that POP Solutions assists you in directly targeting the consumer. Therefore, Mobile Media services will permit you to contact your customers at precisely the time and the place when they will be most inclined to act upon your offer.

[MMA Startup Member.](#)

Procter & Gamble, Jean Berberich, Director

Jean Berberich

Director
Procter & Gamble
1 or 2, Procter & Gamble Plaza
Cincinnati, OH 45201
Phone: (513) 983-1100
Email: berberich.jm@pg.com

Jean Berberich Biography

Procter & Gamble Company Profile

www.pg.com

[MMA General Member and current MMA Board member.](#)

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Promo Interactive Agency (a member of Next Media Group), Timofey Bokarev, Managing Partner & CEO

Timofey Bokarev

Managing Partner & CEO
Promo Interactive Agency
Zubovsky blvd, 13, bld. 2,
Moscow, Russia, 119021
Phone: 7.495.540.5778
Email: tim@promo.ru

Timofey Bokarev Biography

Timofey was born on December 14th, 1971 in Moscow. He graduated from Moscow Institute of Radio Electronics and Automatics with major in "Theory of information transmission."

At the moment he's a leading specialist in innovative marketing in Russia (Internet marketing, entertainment marketing, mobile marketing). His professional record includes dozens of publications in specialized magazines, numerous speeches on specialized conferences and seminars, participation in jury. Starting Spring 2000 Timofey Bokarev has been conducting a specialized course on Internet advertising at Moscow State University.

In 1997 he founded <Promo.Ru> - agency specializing in innovative marketing (now <Promo Interactive>), acting as its director until 2004 when Timofei became the head of "Next Media Group" holding.

Promo Interactive Profile

Promo Interactive (former Promo.Ru) was founded in 1997 and became the leading online advertising agency in Russia. Now the Agency extended its activity up to the whole range of non-internet marketing methods and channels, including mobile marketing, multimedia, BTL and so on.

Our mission is to develop and realize innovation solutions to achieve our clients' marketing goals.

Promo Interactive continued its leadership position due to its immense experience with hundreds successful promo campaigns, its innovative solutions and dozens of committed clients.

Our knowledge, experience, technological solutions, as well as strong partnership network, allow us to provide thorough planning and effective solutions of the following activities:

- Market research, strategic planning, new media consulting
- Innovative technologies development
- Mobile marketing (SMS based, iVR-based, technological support of events, implementation of Bluetooth solutions in our clients marketing activity, etc.)
- BTL and PR activities
- Complex implementation of advertising campaigns (online and offline)
- Concept creative, ads production
- Sites' audit, development and search optimization. Multimedia production

Promo Interactive is a member of Next Media Group – a holding company operating in VAS and interactive communications markets. Besides Promo Interactive marketing agency, Next Media Group includes Shamrock Technologies – technology and connectivity provider for mobile content with 95% Russian mobile users coverage; Next Media Entertainment – production center with major focus on development and producing of innovative and interactive entertainment solutions for TV, radio, printed media, and outdoor events; PlayMobile – biggest Russian mobile products and content retailer, and Shamrock Games – leading Russian mobile entertainment products and services developer.

Promo Interactive is proud of being a pioneer in innovative marketing in Russia. We've been the first professional online advertising agency in the country (1997), we've been the first to use mobile technologies in our promotion campaigns (2001), we are the first to suggest our clients complex promotion solutions based both on strong marketing knowledge and inventive and confident usage of communicative technologies.

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Among our clients: LG, Procter & Gamble, MARS, Gillette, EPSON Corporation, Bocsh Siemens, Casio, Mobile TeleSystems, MegaFon, Volkswagen, TNK-Textaco, Goldfishka Online Casino, Shangri La Casino, top Russian auto dealers, development and building companies and dozens of first rate Russian firms. Promo Interactive is situated in Moscow and has an office (Promo Interactive Israel) in Tel Aviv. It employs about 60 staff.

Top management:

Timofey Bokarev – managing partner
Elena Molchanova – CEO
Sergei Kouniev – client service director
Andrey Borisevich – head of mobile marketing projects
Svetlana Zamaratskaya (zama@promo.ru) – PR contact

[MMA General Member.](#)

Quigley Simpson Interactive, John Hadl, Managing Director

John Hadl

Managing Director
Quigley-Simpson Interactive
11601 Wilshire Blvd, Suite 210
Los Angeles, CA 90025
Phone: 310.996.5860
Cell: 310.989-8819
Email: JohnH@QuigleySimpson.com

John Hadl Biography

John is responsible for leading Quigley-Simpson clients into the world of emerging communication platforms and specifically mobile marketing initiatives. John has been a pioneer in mobile since 2001 and has led many of the cutting edge US mobile initiatives to date. John and his team implemented the first ever use in the United States of a :30 second spot dedicated to driving a mobile response. Additionally, John sourced and executed on one of the first ever “pure” brand sponsorships of a mobile game in the U.S. One of the most important and effective uses of mobile is its ability to act as a response mechanism and media measurement tool for traditional media channels.

Before joining Quigley Simpson, John was the Chief Strategic Officer of Enverta, a B2B marketplace for the confection industry and the SVP of Corporate Development for Creative RX, a technology-based marketing solutions company for the healthcare industry. John started his career as a corporate lawyer in New York.

Quigley-Simpson Profile

Quigley-Simpson is a Full-Service Brand Response advertising agency with clients in following areas: entertainment companies, consumer package goods companies, financial institutions, pharmaceutical companies and various technology companies (including Warner Brothers, Visa, Procter & Gamble, Hamilton Beach, Ameriquest Mortgage and other blue chip corporations).

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RMG Connect, Philip Greenfield, Worldwide CEO

Philip Greenfield

Worldwide CEO
RMG Connect
466 Lexington Avenue, 8th Floor
New York, NY 10017
Phone: 212.210.7018
Fax: 212.210.5678
Mobile: 646.243.9336
Email: philip.greenfield@rmgconnect.com

Philip Greenfield Biography

Philip Greenfield, Worldwide CEO, started with RMG Connect in January 2005. Philip believes, "Forget The old model; concentrate on content; give control to the consumer." More than talk, the Brussels native has eagerly embraced new technologies as a way to acquire, communicate, and build loyalty with increasingly empowered, media-savvy consumer over much of his 20-year ad career.

"The fragmentation of media, the Internet, growing broadband penetration, mobile communication and i-TV has had and will continue to have a major impact on how customers and brands interact," explains Philip, who is positioning RMG Connect as a leader in this ever evolving communications world. He has had good practice; prior to RMG Connect, Philip spent 1998-2001 as European CEO for OgilvyInteractive and ran all of the Ogilvy's activities in the Nordics and Benelux. From 2001-2004 Philip added European CEO of OgilvyOne to his roster. He also served the OgilvyOne CEO for the Middle East and Africa, where he blended the two Ogilvy & Mather-affiliated units to create a seamless direct-and-digital offering across the region's more than 20 offices. Philip's experience at Ogilvy dates back to 1986, when he joined its Brussels office to start a new venture called Marketing Database Management, a predecessor to Ogilvy Dataconsult.

In 1995, Philip took what he considers his biggest professional risk and left his seven-year post as Managing Director of Ogilvy's successful direct unit in Belgium to become Chairman of the faltering traditional arm there. Under Philip's leadership, the operation not only experienced a turnaround, but it became an early model for Ogilvy's 360 Degree approach.

Philip, who is Belgian by birth and global by choice, speaks fluent French, English and Dutch.

RMG Connect Profile

RMG's mission is to build more profitable relationships between our clients and their customers by planning, creating, managing and measuring business communications that optimise how clients acquire, develop and retain their customers. RMG consistently builds and exploit a deeper understanding of the relationship dynamics between your brand, your business, your customers and your communications, and we consistently measure to improve and optimize results and ROI.

A Snapshot of RMG Connect:

- A specialist Relationship Marketing operation within WPP
- Part of JWT Group: we work together to deliver integrated marketing solutions
- Worldwide network of 33 offices in 21 countries
- Total relationship marketing solutions - all under one roof
 - strategy (brand & business consulting)
 - offline (direct/loyalty/promotional marketing)
 - online (website development, online marketing & mobile marketing)
 - technology (CRM systems consulting)
 - data (data management, analysis & measurement)

Key Clients include Mercedes-Benz, Shell, Vodafone, HSBC, Unilever, Diamond Trading Company, Nestle, 3M, & AMD.

[MMA General Member.](#)

2006 Board of Directors Elections

Simplewire, John Lauer, President

John Lauer

President
Simplewire
1001 Woodward Av, Suite 1550
Detroit, MI 48226
Office: 734.478.0152

John Lauer Biography

John Lauer is currently the President of Simplewire. He has lead Simplewire's growth from concept, through venture startup funding, to a profitable multi-million dollar business. Previously he was CEO of Rootlevel, Inc., a web application development company. He founded Rootlevel in 1997 and built it into a leading web application firm with over 75 employees in six short years. At Rootlevel, he lead the creation of major websites including GM.com and Ford.com. He was appointed Young Entrepreneur of the Year in 2000 by Michigan Governor John Engler. Mr. Lauer has served on several boards including the Detroit Regional Chamber Board of Directors, which is the largest chamber in the United States. Mr. Lauer recently served on the board for NPower, a non-profit funded mainly by Microsoft and the Kresge Foundation. Mr. Lauer studied Business Administration and Computer Science at the University of Michigan, Ann Arbor.

Simplewire Profile

www.simplewire.com

MMA General Member.

Soapbox Mobile, Inc., Dan Flanagan, President/CEO

Dan Flanagan

President/CEO
Soapbox Mobile, Inc.
3830 Valley Center Drive, #705-121
San Diego, CA 92130
Office: 760.931.8133 x101
Mobile: 760.500.3609

Dan Flanagan Biography

Dan Flanagan leads Soapbox Mobile with the mission of helping companies improve communication and interaction with their customers via the mobile channel. As a recognized expert in the development of software solutions for marketers Dan has worked directly with Fortune 500 companies to create one-to-one marketing tools and services that are easy to use and deliver a superior return on investment.

At ClickAction Inc., a leading e-marketing software and services company, Dan was responsible for designing and implementing the company's next generation email relationship management products. He worked hand-in-hand with marketing teams at some of the world's leading brands including General Electric, Princess Cruises, New Line Cinema, Brooks Brothers, Nabisco, Coach and Business Week. Prior to that, Dan was an award-winning consumer product manager, having led the development and marketing of more than twenty high-tech products and services.

More recently Dan developed and marketed next-generation mobile data and wireless community applications for a leading mobile messaging company. This is where the promise of one-to-one, anytime, anywhere marketing and commerce presented itself. The opportunity to bring his permission-based marketing expertise to the wireless space was the spark that inspired Soapbox Mobile.

Soapbox Mobile Profile

Soapbox Mobile, a leading provider of full-service mobile marketing solutions, enables consumer-facing companies to develop, deploy, and monetize mobile messaging, content, and commerce applications. Soapbox Mobile's integrated mobile solutions platform and carrier relationships combined with value-added services helps brand marketers, advertising agencies, and entertainment companies leverage the power of



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the mobile communications channel. Headquartered in San Diego, Soapbox has offices in Los Angeles, San Francisco, and New York.

[MMA Startup Member.](#)

Starcom MediaVest Group, Courtney Jane Acuff, Associate Media Director/Wireless Specialist

Courtney Jane Acuff

Associate Media Director/Wireless Specialist
Starcom MediaVest Group
35 W. Wacker
Chicago, IL 60601
Phone: 312.220.1222
Email: courtney.acuff@starcomip.com

Courtney Jane Acuff Biography

In the U.S. alone, there are more than 192+ million cell phone users. Charged with harnessing the power, influence and potential of mobile communication, Courtney Jane Acuff leads Digits, a Starcom MediaVest Group agency launched in 2004 as a full-service mobile communication agency.

As mobile communications have become more mainstream and pervasive throughout the U.S., Acuff ensures the SMG network's competitive edge by navigating and predicting trends in the wireless landscape. Acuff designed, researched and executed the first-ever domestic, consumer-centric wireless market analysis, providing insights into the medium's potential for relevant engagement. In essence, Digits is the only company that truly understands consumers' burgeoning use of existing applications, the content they access and how they want this technology to be a part of their lives -- it's the only agency with the tools, foresight and expertise to ask.

Under Acuff, the unit's ability to uncover important consumer insights and deliver innovative mobile media solutions has paid off with in extended client allocations and increased program executions in 2005. In addition to her important, hands-on work with clients, Acuff maintains strong relationships with mobile back-end providers and is on the board of the U.S. Mobile Marketing Association. In 2004, Acuff's wireless work earned her a coveted slot on Advertising Age magazine's Twentysomethings list.

Acuff has two degrees: a bachelor's of arts in political science and a bachelor's of arts in communications, both from Lake Forest College in Illinois. Acuff currently operates out of SMG's Chicago headquarters.

SMG Profile

SMG IP—the digital and interactive arm of consumer contact consortium Starcom MediaVest Group (SMG). Ranked as one of the largest media communications groups in the world, SMG encompasses an integrated network of nearly 3,800 contact architects specializing in media management, internet + digital communications, response media, entertainment marketing, sports sponsorships, event marketing and multicultural media. A subsidiary of st1:place w:st="on">Paris based Publicis Groupe (www.publicis.com), SMG's network of 110 offices in 67 countries fuels brand building results for many of the world's leading companies.

[MMA General Member and current MMA Board member.](#)

Syniverse Technologies, Jerry Easom, Vice President-Industry Relations

Jerry Easom

Vice President-Industry Relations

Syniverse

One Tampa City Center Suite 700
Tampa, FL 33602
Phone: 813.273.3422

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Email: jerry.easom@syniverse.com

Jerry Easom Biography

Jerry Easom is vice president-industry relations for Syniverse Technologies, a leading global communications company that provides technology interoperability, network services and number portability to nearly 300 mobile operators, emerging telecom market entrants and enterprises throughout the Americas, Asia Pacific and Europe.

Prior to joining Syniverse, Mr. Easom served as vice president of industry relations for VeriSign, which acquired his previous employer, Illuminet, in September 2001. Mr. Easom oversaw VeriSign's participation with trade organizations, associations and sponsorships and conducted lobbying efforts on behalf of the corporation and the industry at large.

Mr. Easom has numerous years of sales and marketing experience, ten of which came as president and CEO of a Dallas-based advertising/graphic design agency.

Mr. Easom is active in the telecommunications industry, having served in a variety of positions with trade associations, including CTIA, CompTel/ASCENT Alliance, GSM Association, Mobile Marketing Association, ATIS and the Rural Cellular Association. He has served on the CompTel/ASCENT Alliance Board of Directors, the CTIA Board of Directors, The ATIS Board of Directors, the Mobile Marketing Association Executive Committee and Board of Directors, Rural Cellular Association Board of Directors, Chairman of the Executive Committee and Board of Directors of mTld Top Level Domain Ltd., the National Reliability and Interoperability Committee, (an advisory panel to the FCC), the CompTel/ASCENT Alliance International and Legislative Committees, Wireless Internet Caucus Leadership Circle, CTIAPAC Board of Trustees, Canadian Wireless Trade Association Trade Council, , RCA Sales and Marketing Committee, CTIA Legislative Committee, the GSM Association Billing and Roaming Group, the GSM Association Associate Member Interest Group, the GSM Association Associate Roundtable, (an advisory group to the GSM Executive Committee), and the CTIA Supplier Council.

Syniverse Profile

Syniverse Technologies is a global communications technology company specializing in innovative business and network engineering solutions that manage and interconnect voice and data systems in 30 countries throughout North America, Central and Latin America, Asia Pacific and Europe. Syniverse provides technology interoperability, network services, number porting services and call processing to nearly 300 customers representing mobile operators, wireline carriers and emerging telecom market entrants.

[MMA General Member and current MMA Board member.](#)

Teleractive, Inc., Gerry Christensen, Chief Technology Officer

Gerry Christensen

Chief Technology Officer
Teleractive, Inc.
2200 Geng Road, Suite 230
Palo Alto, CA 94303
Office: 650.798.2706
Mobile: 720.352.8803
Fax: 650.424.0452
Email: gerry@teleractive.com

Gerry Christensen Biography

Gerry Christensen has over 17 years of experience in planning, engineering, product management, and business development for telecommunications networks, applications and services. Christensen joined Teleractive to lead product development, provide technology vision, and to drive technology integration and related partnering activities for the company.

Prior to Teleractive, Christensen led technology R&D for VeriSign's Solutions Development Center and was also responsible for wireless data and content business development. He also sat on the board of the Mobile Marketing Association for VeriSign. Prior to VeriSign, Christensen was Director of Product Management for SignalSoft, a leading provider of location-based services infrastructure and middleware, where he built and led the team responsible for all mobile location service software products on a global

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basis. Christensen has also held various technical management positions at Illuminet, BellSouth Cellular, and BellSouth Telecommunications.

Christensen holds a Bachelor of Science degree in Industrial Engineering from the University of Florida and a MBA from Auburn University. He is a registered Professional Engineer and is author of the books Data on SS7 and Yes 2 Prepay and is co-author of the books Mobile Positioning and Location Management and Wireless Intelligent Networking.

Teleractive Profile

Teleractive Inc. (TAI) solutions revolutionize direct response advertising by enabling Mobile Direct Response Marketing, (MDRM), which allow mobile phone users to easily obtain information about brands, products and services in response to advertisements in traditional (print, broadcast, outdoor) or on-line media.

MDRM is a natural extension of any marketing program or campaign. The mobile phone is very personal, always with the end-user, and provides the ability for "remote control" in terms of acquisition and delivery of information about brands, products, and services. Teleractive's MDRM solutions provide control and privacy for the consumer, flexible response for the advertiser, and measurable ROI for the brand.

[MMA Startup Member.](#)

Teligen Communications, Sean Howe, VP Marketing

Sean Howe

VP Marketing
Teligen Communications
1045 Howe Street , 7th Floor
Vancouver, BC V6Z2A9 Canada
Phone: 604.629.6055
Email: sean.howe@teligenecom.com

Sean Howe Biography

As Teligen continues to evolve, Sean is engaged in developing our growth strategy and investigating new business opportunities through internal growth, strategic partnerships and/or acquisitions.

Sean is renowned as a pragmatic, high-level thinker who provides clear direction to his team. His team is amazed at his ability to always be one step ahead of the discussion and unearth opportunities that dramatically strengthen Teligen's ability to meet its key objectives.

With his extensive experience in the Telecommunications value chain, Sean brings a wealth of knowledge to Teligen. He has spent more than 20 years in the communications industry, including 15 years with Bell Canada Enterprises' domestic and international operations. While with Bell, Sean gained experience in finance, marketing and business development, culminating in a term as Vice President of Business Development. Sean spearheaded the creation of Bell's business development group and developed their growth strategy into the areas of e-commerce and enhanced messaging services.

While with Bell Canada International, Sean championed the start-up of Clear Communications, a joint venture with MCI in New Zealand. Sean's involvement in the launch of Clear helped transform the fledgling company into a \$200M NZ organization supported by 700 employees.

At Silicon Graphics in California, he was responsible for their global market development in the internet and telecom sectors. Sean has held executive marketing and general management roles at both Nortel, in operational support system software, and Burnaby's Spectrum Signal Processing, in high performance wireless systems.

A native of Ottawa, Sean earned his Bachelor of Arts from Carleton University. He also holds a Master of Arts degree, specializing in Leadership and Training, from Victoria's Royal Roads University.

Sean is an avid fly-fisherman, golfer and skier and wonders why it took him so long to move to stunning Vancouver.

Teligen Profile

There are a handful of universal truths about the need for people to interact. The most potent is people don't want to be lonely. In a world where it is becoming increasingly difficult to connect with others, Teligen is committed to providing an incredibly easy, efficient, relaxed environment for people to chat

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and connect with local singles. More specifically, Teligence develops and delivers voice-enabled services for social networking and entertainment in North America.

We recognize the difficulty of meeting others in our fast-paced, modern society and dedicate ourselves to finding new ways to cater to our customers' communication needs. Our vision of the future will capitalize on the high tech communication methods that are emerging world-wide. Teligence is thrilled to give people choice; diversifying our existing products and services to provide innovative ways to fulfill our consumer's need to connect with others.

[MMA General Member.](#)

ThirdScreen Media, Heidi Lehmann, VP Content Acquisition and Strategy

Heidi E. Lehmann

VP Content Acquisition & Strategy

Third Screen Media

455 Broadway

New York, NY 10013

Phone: 212.334.6169

Mobile: 917.557.0467

Email: heidi@thirdscreenmedia.com

Heidi Lehmann Biography

Heidi Lehmann heads up Content Acquisition and Strategy at ThirdScreen Media and currently chairs the Ad Standards Committee for the Mobile Marketing Association (MMA). She has more than 12 years of sales and business development experience in interactive marketing. Prior to Third Screen Media, Lehmann was a partner and Managing Director of Emerging Interest, a marketing technology consultancy, where she was responsible for all operations and strategy for Emerging Interest's "Advertising Road Show," an event that brings best in class interactive marketing technology companies together with decision makers at top companies and ad agencies. She produced more than 250 Road Shows at companies and agencies such as Disney, Fidelity, Unilever, AIG, Meredith Publishing, Ogilvy, Y&R, JWT, OMD, Deutsch, Hill Holliday and Carat Interactive. Prior to that she held senior business development and sales positions with Artificial Life, a Boston based natural language processing and artificial intelligence "Bot" company; Kaon Interactive, a Cambridge, MA based company focused on 3D Interactive Internet technology; and Autosite.com an automotive e-commerce company. Lehmann also developed the "The Poison Cocktail Club," a 3D audio-based chat game where she worked in conjunction with CEI (Center for Educational Computing Initiatives) at MIT to deploy the PCC as part of Continental Cablevision's (now AT&T) cable modem trial. Prior to that Lehmann worked in Los Angeles in the film industry. Lehmann holds a BA from Hood College and a certificate in Film Production Management from UCLA.

Third Screen Media Profile

Third Screen Media is a mobile marketing software and services company that offers both buyers (brands and advertising agencies) and sellers (content publishers and wireless carriers) a turn-key solution for advertising on mobile devices. The proven Third Screen platform enables the effective planning, buying and execution of mobile advertising campaigns, providing optimized performance, scalability and results that maximize ROI.

Third Screen Media also operates the largest mobile media network in North America. Spanning a wide range of interests and subject matter, our publishing partners include CBS Sportsline, USA Today, Hollywood.com, Air Games Wireless, TV Guide, Accuweather and many others to offer best-in-class content, a targeted demographic and a broad reach.

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Twelve Horses, David Laplante, CEO

David Laplante

CEO

Twelve Horses

10315 Professional Circle Suite 100

Reno, NV 89521

Phone: 775.332.3000 x3225

Email: dlaplante@twelvehorses.com

David Laplante Biography

As CEO, LaPlante brings vision, leadership and direction to Twelve Horses North America's team of talented professionals, along with 12 years of marketing, business process management and application development experience. In May 2004, LaPlante was awarded "Marketer of the Year" by the Northern Nevada chapter of the American Marketing Association. He was recognized for his significant contributions to the national and Northern Nevada marketing industry in 2003, including the development new concepts and methods for electronic communications, and use of market-based knowledge in the fields of marketing automation, business automation and CRM. Prior to this venture, LaPlante was one of the three partners in Aztech Cyberspace, an Internet professional services company that merged with Twelve Horses in June 2002.

Twelve Horses Profile

Twelve Horses is a global provider of email, fax, web and mobile text (SMS) communications through a single platform.

Our drop-in, automated applications address common business challenges, including customer acquisition, customer lifecycle management and debt collection. These solutions are fast to deploy, deliver immediate results and require minimal upfront investment.

Designed for easy integration with other applications, Twelve Horses' MessageMaker platform enhances and extends a customer's existing infrastructure investment.

We complement our technology with a team of award-winning professionals in strategy, design, and development to guide businesses down the path of success in multimodal communications.

[MMA General Member and current MMA Board member.](#)

U-Turn Media North America, Izzy Abbass, President

Izzy Abbass

President

U-Turn Media North America

600 17th Street South, Suite 2800

Denver, CO 80202

Phone: 303.634.2222

Fax: 303.260.6401

Email: abbass@u-turnmediagroup.com

Izzy Abbass Biography

Izzy Abbass joined U-Turn in 2004 and serves as President of the Company's North American operations, overseeing the overall operations and expansion strategy of U-Turn in the United States and Canada. Mr. Abbass is responsible for developing the company's local stations strategy and has overseen the launch of the first local news station (WISC-TV) into the mobile marketplace.

Mr. Abbass, a 14-year veteran of cable television, specializes in start-ups and has extensive experience, including executive management positions for both well-established and new cable channels throughout the world. As General Manager of Pay TV Movies, Australia, he spearheaded the successful launches of the country's premier pay television movie services, SHOWTIME and ENCORE. As General Manager for MGM Gold, Asia, Mr. Abbass led the establishment of Asia's first studio branded movie channel. Mr. Abbass also launched the Kermit Channel in Asia and Latin America as part of a joint venture between The Jim Henson Company and Hallmark Entertainment Networks.

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Mr. Abbass met Jan Obrman, CEO of U-Turn, while serving as Senior Vice President and COO of TV3 in Prague. With his extensive experience in international media and broadcasting companies and his ability to succeed with start-ups, Mr. Obrman identified him to be uniquely qualified to lead the North American operations of U-Turn.

Outside of the mobile technology and content sector, Izzy Abbass is an officer of VFW Post 1 and has been Senior Vice Commander for the past three years. He is also the Vice Commander of Gilpin County Search and Rescue and the Vice Chairman of the Forgotten Heroes Project, which awards medals to veterans who have not yet received their due accolades.

U-Turn Media North America Profile

Founded in Prague in 2001, U-Turn is one of the first companies in the world to bring high-quality video content to mobile phones. U-Turn provides content owners and major brands the ability to extend their presence to mobile devices through custom-branded portals, while creating new opportunities for generating revenue. Launched commercially in 2002 in partnership with Reuters news service, U-Turn has since deployed applications and content in over 15 countries.

U-Turn offers a solution and services that represent complete end-to-end solutions for interactive mobile media. From original, mobile-media content to the platforms and software needed to acquire, manage and deliver it, U-Turn is playing a leading role in defining the future of mobile media. U-Turn's solution is completely scalable providing an ideal solution for local stations, national networks, major consumer brands, movies and television shows and wireless carriers.

- **Media companies** are able to leverage their existing content and brand to generate additional revenue streams and build viewer loyalty.
- **Advertisers** can leverage this powerful medium to reach their markets with targeted ads and offers that are realizing extremely high uptake rates.
- **Wireless Operators** are depending on new applications such as mobile video to drive the more profitable data traffic and increase APRU.
- **Major Brands** can increase their interaction with consumers and increase brand loyalty through special promotions, mobile coupons and interactive sites.
- **Consumers** have unprecedented opportunities to stay in touch with news, weather, traffic and sports as well as view the latest music videos.

Some of our key partners include Reuters, T-Mobile, TVP of Poland, Murphy Media Station Group and Zee TV.

[MMA Startup Member.](#)

VeriSign, Inc./Jamster, Dan Mosher, Director, Mobile Content Services

Dan Mosher

Director, Mobile Content Services
VeriSign, Inc.

**487 East Middlefield Road
Mountain View, CA 94043**

Office: 650.426.5520

Mobile: 650.996.8973

Email: dmosher@jamster.com

Dan Mosher Biography

Dan Mosher manages VeriSign's Mobile Content Services efforts in North America. In December of 2004, Dan spearheaded the launch of the Jamster operations in the US and currently manages the operations of Jamster in North America. Jamster is the largest third party direct to consumer mobile content offering in the United States and is one the fastest growing groups within VeriSign, generating over \$50 million in revenues in the first half of 2005. Dan has experience managing wireless carrier relationships and the

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content provider ecosystem in the US and worldwide. Dan was also a member of the task force that formulated the MMA's Consumer Best Practices Guidelines for mobile content services in May of 2005. Previously Dan spearheaded the integration efforts for VeriSign's most significant acquisition in the communications services group. In June of 2004, VeriSign acquired Jamba!, the largest mobile content firm in Europe, for \$275 million. Immediately upon consummation of this acquisition, Dan began the process of integrating the corporate functions of Jamba! under the VeriSign umbrella, as well as re-purposing Jamba!'s content services for a rollout in the US. Prior to taking on this role, Mosher was director of Strategic Development, responsible for Mergers, acquisitions and investments for VeriSign. Prior to joining VeriSign in 2001, Mosher worked as the Vice President of Corporate Development for Webvan, where he led the company's IPO. Prior to Webvan, Mosher worked as an associate in Morgan Stanley's Technology M&A practice. Dan was a member of the board of directors of Intermix Media/MySpace, a public internet company that was sold to News Corp for \$650 million in 2005. Mosher holds a Bachelors of Science from the Haas Undergraduate Business School at University of California at Berkeley.

VeriSign Profile

VeriSign operates intelligent infrastructure services that enable enterprises and individuals to find, connect, secure, and transact across today's complex global communications networks. With deep roots in the internet and wireless, VeriSign has a 10 year track record of enabling our clients to conduct on-line and wireless communication and commerce. VeriSign's reliability and outstanding customer satisfaction have made us the global leader in SMS delivery worldwide. VeriSign also serves the rapidly growing marketplace for Premium SMS services with a suite of products and services. Our corporate highlights include:

- VeriSign is the world's leading SMS aggregator. We route, format and track more than 1 billion SMS messages every month for the world's leading carriers and enterprises.
- We connect to more than 550 carriers covering 98% of the world's wireless subscribers.
- We enable and secure more than \$45 billion in electronic commerce annually across internet and wireless networks.
- With our recent acquisitions of Jamba! and LightSurf, VeriSign is the market leader in MMS and ring tones.

Leading enterprises including Citibank, Singapore Airlines and Lehman Brothers all have chosen VeriSign to deliver their SMS marketing campaigns and general SMS messaging traffic worldwide. Headquartered in Mountain View, California VeriSign has 45 offices worldwide and employs more than 3,500 individuals dedicated to our clients' success.

[MMA General Member and current MMA Board member.](#)

Verve Wireless, Art Howe, CEO

Art Howe

Chief Executive Officer
Verve Wireless, Inc.
1021 N. Garfield Street
Arlington, VA 22201
Phone: 215.485.0071
E-mail: art@vervewireless.com

Arthur Howe Biography

Arthur W. Howe is chief executive officer of Verve Wireless, a Washington, D.C.-based wireless publishing company.

He is also a long-time publisher, writer, newspaper and internet marketing executive.

Verve provides local publishers, including alternative newsweeklies and city magazines, the ability to publish listings, reviews, classifieds and other local content on the mobile internet.

Previously, Howe led and became president of a group that acquired Village Voice Media, LLC, the nation's leading publisher of alternative newspapers including the *Village Voice* and *LA Weekly*. He currently is a

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partner in a company that operates urban two newsweeklies, *The Cleveland Free Times*, and the *Louisville Eccentric Observer*.

In the 1990s, Howe was president and publisher of Montgomery Newspapers, which he built into the Philadelphia region's largest group of suburban newspapers, magazines and specialty publications. The Montgomery publications were consistently recognized as the best written and marketed suburban newspapers in the nation.

In 1998, Howe was awarded by the Pennsylvania Newspaper Publisher's Association its inaugural Ben Franklin Award publishing excellence.

Howe began his career as a writer for a number of mid-sized and large daily newspapers, including the *Philadelphia Inquirer*. His writing was recognized in a series of awards, including the Scripps Howard Public Service Award. In 1986, Howe was awarded the Pulitzer Prize for national reporting by Columbia University. Howe later directed the *Inquirer's* circulation marketing and strategic planning departments. Howe graduated from the University of Pennsylvania and holds an MBA from Wharton School.

Verve Wireless Profile

Verve is a wireless technology developer that provides applications and services to media companies and publishers. Using the proprietary Verve Publishing Platform™, content partners are able to extend their communities and readership onto mobile phones and other network enabled devices.

[MMA Startup Member.](#)

Vibes Media, Jack Philbin, President

Jack Philbin

President & Co-Founder
Vibes Media
205 West Wacker, 19th Floor
Chicago, IL 60606
Phone: 312.753.6333
Mobile: 312.550.1000
Email: jack@vibes.com

Jack Philbin Biography

Jack Philbin is co-founder and President of Vibes Media. Jack has been instrumental in building text messaging as a marketing tool and proving its value to a range of clients, from wireless carriers to agencies, to consumer marketers. Jack is an entrepreneur and market leader, with specific expertise in business development, program/client management, and consumer marketing. Along with managing programs involving the NBA, NHL, NFL, and MLB, Jack set up the first U.S. concert to utilize Text-2-Screen™ technology in July of 2002 and the first iRadio™ cross carrier text message request line for KTTB B96 in the summer of 2003. In 2005 Jack was honored by the Mobile Marketing Association (MMA) as the winner of its "Outstanding Individual Achievement in Mobile Marketing" award. Jack is a graduate of Boston College and is completing his MBA at Northwestern University's J.L. Kellogg School of Management.

Vibes Media Profile

Vibes Media is an interactive mobile marketing company located in Chicago. Over the last seven years the company has launched more than 5,000 text messaging programs. With offerings such as iRadio, Text-2-Screen, Text-2-Train and Text-2-Sell, Vibes' proprietary Instant Response Platform has enabled consumer goods companies, concert promoters, sports teams and other organizations to engage their audiences in real-time interactive dialogues using text messaging. In addition to wireless carriers, customers taking advantage of these programs include consumer marketers Anheuser-Busch, McDonald's, Dean Foods, Unilever, Samsung, Motorola, Brown-Forman Corp., Church & Dwight and Burger King; entertainment enterprises Citadel, ClearChannel, the Hard Rock Hotel and the Vans Warped Tour; and musical acts The Backstreet Boys, Black Eyed Peas, and Green Day, to name a few.

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Vidiator Technology (US) Inc., Steve Jaeger, Senior Director of Sales, Americas

Steve Jaeger

Senior Director, Sales, Americas
Vidiator Technology (US) Inc.
10900 NE 8th Street, Suite 1486
Bellevue, WA 98004
Phone: 425.531.0231
Email: stevej@vidiator.com

Steve Jaeger Biography

Steve Jaeger, Senior Director of Sales for the Americas, brings 16 years of extensive telecommunications experience. He is responsible for introducing Vidiator's award winning products already popular in Europe and Asia, to the Americas. Steve came to Vidiator Technology from Novarra, a provider of wireless data solutions where he served as the Senior Director of Sales. While at Novarra, Steve strategically moved the company's focus from the enterprise market to wireless carriers and manufacturers. He also formed Novarra's relationship with their largest customer, US Cellular. Previously, he spent 14 years at SBC Communications where he held various roles, most recently being the Regional Vice President of Business Sales. Steve is a member of various associations including the Executive Club of Chicago, the Mobile Marketing Association, IEC and was the founding member of IEC's Enterprise Executive Consortium. Steve holds an MBA with International Distinction from Lake Forest Graduate School and a B.S. in Marketing from the University of Arizona.

Vidiator Profile

www.vidiator.com

Vidiator is the world's leading provider of 3GPP/3GPP2 compliant solutions for real-time processing and delivery of wireless multimedia content. The company provides carrier-grade on-demand streaming, live broadcast, on-demand and live encoding, decoding, transcoding and MMSC transcoding in a single platform environment. The company was one of the first to introduce a wireless multimedia delivery platform that supported images, graphics, animation, audio and video.

Vidiator was one of the first companies to introduce a wireless multimedia delivery platform that supported images, graphics, animation, audio and video. Vidiator solutions are installed in over 80 companies on four continents, serving over 60 million mobile subscribers. Vidiator was an enabler of new ARPU generating multimedia data services for one of 3G's earliest and largest operating companies. Vidiator's award-winning mobile streaming solution, used in live and broadcast TV applications, is delivering up to 1 million streams per day in Europe. The awards won include Nokia PRO Award for ARPU generation, and WINBC Wireless Innovation Contest for the Enterprise category.

Examples of rich-media services provided by Vidiator include: news updates, music, movie clips, business and financial updates, sports broadcasts/clips and multimedia messaging services (MMS). For example, wireless operator 3 has built its reputation in Europe as the leading 3G network delivering innovative products and services from the world's first live rock concert over mobile in the UK, to the Vatican Live at Christmas in Italy to live streaming from the Big Brother house in Italy and Sweden— all powered by Vidiator technology. Vidiator partners with leading mobile system vendors, service providers and system integrators to deploy its products either as standalone products or integrated with their solutions.

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VISA USA, Jon Raj, VP, Advertising and Emerging Media Platforms

Jon Raj

VP, Advertising and Emerging Media Platforms Visa USA
VISA USA
123 Mission Street
San Francisco, CA 94105
Email: jraj@visa.com

Jon Raj Biography

Jon has been spearheading Visa's online advertising efforts since 2000. His current role has him managing not only the Internet but other emerging media platforms including wireless, iTV, gaming, VoIP, DVRs and others. Before joining Visa over 5 years ago Jon was working on the advertising agency side on such clients as Disney, Hewlett Packard, Pacific Bell, and Ziff Davis. His Agency experience had him working at top shops such as Saatchi and Saatchi, Ketchum, CKS and Leftfield all in San Francisco.

VISA USA Profile

Visa is the world's leading payment brand and largest payment system, enabling banks to provide their consumer and business customers with a wide variety of payment alternatives. Nearly 21,000 financial institutions worldwide rely on Visa's processing system, VisaNet, to facilitate \$2.5 trillion in annual transaction volume with virtually 100-percent reliability. Cardholders in more than 150 countries carry more than 1 billion Visa-branded cards, accepted at millions of locations worldwide. Within the United States, nearly 14,000 financial institutions issue 396 million Visa cards, accounting for more than \$1 trillion in annual transaction volume. Visa offers a trusted, reliable and convenient way to access and mobilize financial resources - anytime, anywhere, anyway.

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VML, Webster Lewin, Mobile Marketing Strategist

Webster Lewin

Mobile Marketing Strategist
VML
250 Richards Road
Kansas City, MO 64116
Office: 816.218.3127
Mobile: 816.803.9356
Email: wlewin@vml.com

Webster Lewin Biography

Webster Lewin joined the creative team at VML at the start of 2004. Since early 2005 he has been leading the development of the company's growing mobile marketing capabilities. Lewin's passion for mobile marketing dates back to 2000, when he spent over a year in Beijing, China gaining first-hand experience with variety of mobile tactics being used in Asia while serving as freelance Creative Director at China Interactive, developing television programming for Walt Disney Television International, and as Editor-and-Chief of the MadeforChina newsletter, Marketing Director 1.1. Prior to his time in China, Webster spent ten years in Los Angeles working as a writer, senior creative producer, and creative director for a number of multimedia companies including the DE-LUX'O multimedia studio which he co-founded, and several interactive agencies including Magnet Interactive (now called AKQA), and COW (where he developed interactive content for the Clio Award-winning 'Truth' campaign – the State of Florida's ground-breaking campaign to prevent teen smoking).

Since joining VML, Lewin has played a key role in developing marketing campaigns for Sprint, Lincoln-Mercury, Simon Malls, MSN, Windows Mobile, Windows Embedded, and Microsoft. He has an MFA from Columbia University School of the Arts, and a BS in Communications from the University of Texas at Austin. During his fifteen year career, he has worked for such international clients as IBM, Sony, Disney, Audi, Siemens Mobile Networks, TetraPak, Bertlesman Online, Citibank, Quiksilver, Lee Jeans, Nissan, Neurogena, and others.

2006 Board of Directors Elections

VML Profile

VML, a WPP company based in Kansas City, Missouri, is one of the world's leading marketing technology companies. More than 300 employees work in VML's offices in Kansas City, New York, Seattle, Chicago and London. Founded in 1992, VML is a problem-solving organization that specializes in digital marketing – the intersection of marketing and technology. VML's unique credentials include everything from brand development, offline advertising and direct marketing to the most complex web enablement and digital marketing solutions, including integrated mobile marketing and mobile CRM. This year, *HR Magazine* recognized VML as one of the "Top 25 Best Companies to Work for in America."

VML's client list includes some of the world's most recognizable and powerful brands like AMC Theatres, ACNielsen, Accenture, Bayer, Burger King, BP/Castrol, Colgate-Palmolive, Hill's Pet Nutrition, Intuit, Microsoft, Simon Property Group, Sprint, Weight Watchers and Yellow/Roadway Transportation.

[MMA General Member.](#)

Wireless Services Corp, Gowri Shankar, S.V.P., Sales and Business Development

Gowri Shankar

S.V.P., Sales and Business Development
Wireless Services Corporation
600 108th Ave NE, Suite 610
Bellevue, WA 98004
Direct: 425.638.4505
Fax: 425.641.9080
Email: gshankar@wirelesscorp.com

Gowri Shankar Biography

Throughout his lifelong career in telecommunications, Gowri Shankar has focused on bringing new technologies to market and building multi-million dollar sales organizations.

As a founding member of the Sprint PCS launch team, Gowri led the creation of the first nationwide TeleSales and e-commerce distribution channels in the wireless industry, thereby laying the foundation for Sprint PCS's industry-leading enterprise sales strategy. In addition to his work with Sprint, Gowri was General Manager for eAssist, a CRM software company. There, he developed eAssist's international strategy and was responsible for the organization's expansion into nine European countries. Gowri has been involved with inter-carrier text messaging and mobile marketing in North America since its inception, helping guide some of the most successful campaigns to date. He holds a Bachelor of Science degree in Accounting from the University of Madras and an MBA from the University of Missouri.

Wireless Services Corporation Profile

Wireless Services Corporation is the industry's long-standing leader in developing and operating value-added data products for carriers. The company's product line includes SMS and two-way messaging, MMS, WAP, email, wireless spam control, inter-carrier text and MMS messaging, content management and transport and support for postpaid, prepaid and premium billing methods. WSC's products deliver messages and other content to any wireless device - regardless of the wireless providers' network infrastructure or protocols. The company provides carrier-grade reliability coupled with a full-service, 24x7 operations team. WSC was founded in 1996 and is headquartered in Bellevue, Washington. Wireless Services provides outsourced wireless data services to more than 30 wireless carriers, including Nextel (NASDAQ: NXTL), Nextel Partners (NASDAQ: NXTP), Nextel International (NASDAQ: NIHD), Western Wireless (NASDAQ: WWCA) and RCC (NASDAQ: RCCC). For more information about WSC, please visit www.wirelesscorp.com.

[MMA General Member.](#)

2006 Board of Directors Elections

Zingy Inc., Debra Bluman, Director, Advertising Operations and Client Services

Debra Bluman

Director, Advertising Operations and Client Services
Zingy Inc.
259 W. 30th Street, 4th Floor
New York, NY 10001
Direct: 212.590.6960
Mobile: 917.566.5665
Email: debra@zingy.com

Debra Bluman Biography

Debra Bluman is the Director, Advertising Operations and Client Services at Zingy, and has been a pioneer in mobile marketing since 2002. Zingy provides a broad range of mobile media products, content management and distribution services to a variety of blue-chip partners including carriers and media companies, as well as mobile marketing services to more than 150 leading brands. Bluman joined Zingy through the acquisition of Vindigo, where she helped to build an industry-leading mobile marketing product suite. During that time, Vindigo was honored by Jack Myers and voted the #5 Online Sales Organization among media planners in the US. Before joining Vindigo, Bluman was the Director of Client Services at About.com, a leading online web portal, and started her career in media at OgilvyOne Worldwide. Mrs. Bluman holds a BA in Communication Arts from the University of Wisconsin-Madison.

Debra has been a dedicated mobile marketer since first joining Vindigo in March 2002. During her tenure, Debra has personally managed over 200 mobile marketing campaigns with blue chip brands. This year, Debra was a lead participant in building the MMA's ad standards and specifications. She worked with the committee to adapt specifications she authored at Vindigo, and shared it with the community to further the establishment of industry-wide standards – a key MMA success for 2005.

Additionally, as an active member of the metrics committee of the MMA, Debra has worked closely with several independent research companies to measure the effectiveness of mobile marketing and now seeks to share that learning. Bluman aims to help develop a broad-based mobile web study in 2006, to further the industry's leadership and growth.

As a leader in mobile marketing with four years expertise managing campaigns across all arenas of mobile, Debra Bluman has truly pioneered. But what makes Debra worthy of this board seat is the standard of excellence and leadership she brings to brands and clients. Constantly striving to improve mobile marketing, to share learning and collaborate with peers, and to create solutions where they didn't exist before, Debra Bluman demonstrates a commitment to and builds enormous value for the mobile industry as a whole.

Zingy Profile

Founded in 2001, Zingy is the leader in mobile media. The company licenses, publishes and distributes market-leading content, products and services across all major mobile categories including personalization, entertainment, information and community. Zingy offers a huge library of cutting-edge mobile content and products. Product highlights include exclusive ringtones and wallpapers from celebrities such as 50 Cent, Hulk Hogan, and Christina Aguilera, addictive mobile games like Mad Libs and Free Yayo, award-winning information-based products like the Vindigo City Guide, and fun, interactive applications such as Fotoshare. In addition, Zingy provides content management and distribution services to blue-chip partners including carriers and media companies, as well as mobile marketing services to more than 150 leading brands. Based in New York, Zingy has offices in Los Angeles, Mexico City and Montreal. Zingy acquired Vindigo in 2005 and is a wholly-owned subsidiary of For-Side.com.

[MMA General Member and current MMA Board member.](#)

For any questions on the 2006 MMA Board of Directors election, please contact Laura Marriott, +1.303.881.9153.