

## Board Nominations 2020

aimm is pleased to announce the successful candidates for the aimm 2020 Board.

This year we received nominations from 5 candidates for the 6 positions available and as such do not require a vote. As stated in our Articles of Association the maximum number of Board Members shall be 12. This gives us a Board of 11 elected Board members for 2020.

Our successful candidates are:

- Kevin Dawson - CEO - Dynamic Mobile Billing
- Abi Hillman - Head of Operations - ITV
- Nick Millward - VP Europe - mGage
- Jonny Brown - Director - sb7
- Oliver Cooke - Head of Payments - IMImobile

Please see below for our candidates full information and bios.

## Kevin Dawson - CEO - Dynamic Mobile Billing



### Manifesto

As a long-standing member of the AIMM board I wish to stand for re-election, a position that I feel drives value across the value chain so:

- I am able to best represent my client views and also that of my business, Dynamic Mobile Billing.
- I am able to ensure that the matters and opportunities most pressing to our industry can be passionately supported.
- I can directly contribute, influence and represent the industry's leading trade association from a first-hand perspective and help make positive change.
- I am able to share my experienced view on marketplace matters, alongside my board members, to make efforts on the collective best outcomes for the industry.
- I feel I am fair, able to distinguish any personal gains from what is good of the wider industry, so can therefore provide a balanced and supportive representation for industry overall.
- I learn from, enjoy working with and have effective channels of working relationships developed for all parts of the value chain and its key representatives that form the AIMM board.

## Bio

Kevin is CEO of Dynamic Mobile Billing (Oxygen8 Group), a global technology provider of multi-channel engagement and payment solutions with offices in 10 countries, operations in over 27 countries and a turnover in excess of £90million. He has been working in the telco and technology markets since 1995, during which time he has held senior telecommunications positions with Orange, Vodafone and Talk Talk Business; whilst 10 years have been dedicated to DMB.

As a member of Dynamic Mobile Billing's senior management team, he has an innate passion for his work and understanding key business drivers to continuously deliver compelling technological, interactive and payments solutions for global clients.

## Abi Hillman - Head of Operations - ITV



### Manifesto

My reason for wanting to continue on with AIMM is to bring the insight from our customers and our experience and to learn from others within this industry to ensure we are all offering fair and compliant services across all of our platforms. I am Chair of the ISEE working group that seeks to improve education for consumers on mobile and subscription services and help promote the positive news stories from across the industry.

### Bio

As Head of Operations at ITV, I have been responsible for overseeing a wide range of interactive campaigns across all of ITV's programmes. I have contributed to the launch of new digital platforms including our ITV competitions portal and new voting apps which has increased our reach to customers, giving them more ways to interact with us. I have over 10 years' experience at TV broadcasters, where I have worked with a broad range of Telecoms and Mobile suppliers across hundreds of paid and free competitions and votes. I have also managed multiple high profile broadcast charity campaigns on ITV such as Soccer Aid and Text Santa.

In this role I have been responsible for developing industry-leading processes for managing these broadcast campaigns and I have set up a customer care team to manage interactive queries. My team has helped ITV to lead the field in voting apps which have increased our reach to viewers, giving a wider and younger audience more ways to interact with ITV, and our partner brands more ways to reach them.

## Nick Millward - VP Europe - mGage



### Manifesto

The reasons for requesting a Board position at AIMM is to be part of a group of like-minded businesses and people as mGage, to be involved in regular discussions on problems/challenges in the market and help put forward new ideas to grow this industry as a whole. I'm sure I can help as I have a strong background in this industry (leading an aggregator business for around 5yrs) and have more than 23 years total leading European technology businesses and teams across Sales, Marketing, Product and Strategy. My experience spans working as a Grad Trainee at Orange when it first launched to merger with T-Mobile and creation of EE, Vodafone management, Head of Products at Daily Mail/Zoopla and I have worked at a couple of now successful startups (Upstream Systems and Persado). I believe there is opportunity in the market with the emergence of new technologies such as RCS, ABC (Apple Bus Chat) and WhatsApp etc and other billing solutions, and would like to see if we can build something together for the greater good of all businesses in this space.

### Bio

Nick Millward oversees commercial, marketing and products across Europe, based in London UK as VP Europe for mGage. He has a strong background in Technology, Product, Sales and Marketing within the digital and mobile ecosystem. Currently active in educating those in the messaging ecosystem about the potential of RCS and other OTT messaging. He has co-founded various small companies working on a global stage.

## Jonny Brown - Director & Co-Founder - sb7



### Manifesto

AIMM takes its membership from all sectors of our industry and is at its most effective when it can represent all interests to improve the industry for stakeholders and consumers alike. I want to continue to actively contribute to ensuring all members' interests are served as the Board drives AIMM's current strategic plan into its final year and develops the next plan.

Progress has been made in the growth of micropayments whilst working groups have been established to improve industry communications and knowledge sharing. I believe that when members share experiences across disciplines and services, it improves the industry for consumers and so contributes to growth.

There still needs to be further collaboration on regulation. By having an environment that has assisted innovation, SMEs have contributed much to the development of the industry so that merchants now range from small enterprises to charities to blue chip multi-nationals. It's key, however, to ensure that new regulations are targeted enough to be effective without hindering growth or driving players from the market. I want to continue to contribute to AIMM's collaborative approach in encouraging a "right touch" strategy on industry regulation that ensures a level playing field for all stakeholders.

## Bio

Jonny is a director and co-founder of SB7 Mobile Ltd, a Level 2 provider specialising in the creation and monetisation of content services and apps using targeted mobile marketing campaigns. He has over 25 years' experience in the industry across voice, text and carrier billing solutions, working on diverse promotions with print, broadcast and online advertising partners in a number of international markets, including Latin America where Jonny lived for a number of years.

Jonny contributes regularly to industry forums and AIMM working groups, having been a member since 2010.

## Oliver Cooke - Head of Payments - IMImobile



### Manifesto:

The phone-paid service sector is going through a period of significant change and I want to ensure I am part of the ongoing conversations about what comes next. Representing the role of the L1 is important to me as we face significant technical challenges as regulatory interpretation generates fragmentation and allowable billing flows vary between MNOs. I want to play an active role in industry to ensure the challenges of billing aggregation are understood, that opportunities to break into new market sectors are realised, and the growth of mobile billing continues.

Oli is also the chair of the AIMM Security Working group and an active participant at industry forums and other AIMM working groups and is passionate about exploring the opportunities for premium billing, multi-channel payment journeys and the use of mobile as the cornerstone to a brands digital communications strategy.

### Bio:

Oli brings with him more than 17 years Telecoms industry experience having worked closely with a variety of mobile network operators, handset manufacturers, content suppliers and brands globally, most recently as Head of Payments at Tap2Bill, a group company of IMImobile where he has been for the past 10 years. Tap2bill provides a variety of payment solutions to a large base of L2 merchants and brands both directly and through IMIconnect, the core IMImobile platform which enables enterprises to automate omni-channel digital customer communications and interactions.