

--- MFOOTBALL SPEAKERS ---

Jonathan MacDonald, Managing Director, JMA



Jonathan MacDonald is the founder of JME.net (<http://jme.net>), which is the aggregation network of all initiatives he is involved in. These are made up of companies, movements, platforms, labs and thinking; brought together by a citizen-centric business view. At the heart of every JME.net initiative is a commitment to provide world-class service, up-to-date business intelligence, unrivalled expertise and a deep understanding of people.

Jonathan's experience, contribution to the industry, entrepreneurial spirit and passion means that he is widely considered as one of the primary strategists and thought leaders in the digital space. He has been a Senior Consultant at Ogilvy (who still regularly use his services), Sales Director of Blyk, Commercial Director of Ministry of Sound, CEO of a Sky TV channel, advisor to British Government on education, the owner of one of the first online music stores, and a Chairman of the Music Industries Association. He blogs at <http://www.jonathanmacdonald.com>

James Parton, Global Head, O2 Litmus



An influential industry leader, James was recently recognised by Revolution Magazine as one of the Future 50 – "The individuals who will shape the digital industry of the future". A regular panellist, speaker, industry awards judge, and lecturer, benefitting from a broad network developed over a 20 year career in the tech, web and mobile sectors.

With a proven delivery & innovation track record, James reinforced O2's position as mobile data market leaders via the successful delivery of over 25 major products, featuring 20 UK market firsts, including MMS, mobile video, mobile music downloads, and the UK DVB-H Broadcast TV trial in Oxford.

A number of these products have been award winning, including recognition for the products supporting The O2 Arena in London which won the "Best Use of Mobile" award at the 2007 UK Interactive Marketing and Advertising Awards. James is currently focusing on Developer initiatives at Telefonica O2, driving innovations that address the developer community across the business via initiatives like O2 Litmus.

Tomi Ahonen, Author & Consultant



Tomi T Ahonen is bestselling author of nine books on mobile telecoms who lectures at Oxford University's short courses and provides consultancy to global giants of the industry such as China Mobile, Ericsson, HP, IBM, Motorola, Nokia, NTT DoCoMo, Orange and Vodafone. Seen at over 250 conferences on six continents and quoted in over 300 periodicals in two dozen languages,

Tomi is the father of several industry tools and theories.

A founding member of Forum Oxford, Carnival of the Mobilists, Every Single One of US and the Engagement Alliance, Mr Ahonen serves on the boards of several start-ups and is co-inventor on several patents. His works are referenced in 50 books by other authors for the industry. The former Nokia executive previously worked for three operators and service providers in Finland and the USA. He now resides in Hong Kong. Tomi's latest hardcover book is Mobile as 7th of the Mass Media.

Jonathan Bill, Head of Central Europe, Africa and Asia, Vodafone Internet Services

Pedro Duarte Gonzalez, Head of Mobile, Real Madrid



Pedro Duarte has a degree in industrial engineering and an MBA from the ICADE-Comillas University. He became Media Manager at Carat-Aegis Media managing the media budgets of some of the most important new media companies in Europe.

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After this, he moved to Buongiorno, the world's number one mobile entertainment company. Here, Pedro Duarte managed the mobile marketing strategy of the group for Spain and Latin America.

In 2007, Pedro signed for Real Madrid, to lead the newly created mobile marketing and new media department. In this department Pedro has developed the worldwide distribution of mobile content and creation of a mobile community for Real Madrid. He is also the founder of his own new media company.

Jim Cook, Editor, MobiAdNews



Jim Cook is the Editor of MobiAD News (www.mobiadnews.com) and an experienced mobile business development consultant. His mobile expertise spans 10 years in mobile content, mobile technology, and mobile advertising. Prior to getting involved in mobile, Jim worked at Apple Computer and Hewlett Packard Europe in the product marketing and e-commerce areas. Jim was on the executive team of mobile startups PacketVideo (mobile video) and Cambridge Positioning Systems (location based technology). In 2007 he co-founded MobiAD News, an online publication and newsletter focused entirely on mobile advertising and marketing. Jim also co-founded and was Chairman of the Mobile Council of the Internet Advertising Bureau (UK).

James Hilton, Managing Director, Inside Mobile



James is often regarded as a true digital veteran and was one of the first people to take a pure digital role back in 1996. At Inside Mobile James works across the business and takes an active involvement in running the media services of the business.

James has worked in all areas of mobile marketing and is a judge for DN&D for the mobile category. In 2008 & 2009 James was invited to judge the industry's highest accolade, a black pencil.

Prior to Inside Mobile James worked extensively in a client marketing capacity and was previously Marketing Director to such companies such as Weight Watchers Online and MGM Mirage.

Dan Parker, CEO, Sponge

Dan Parker's achievements prior to starting up Sponge include putting The Times newspaper on the web whilst at News International.

He followed this up with a stint looking after the demands of blue chip clients as Client Services Director at a major interactive agency and was also the co-founder of a successful internet start-up.

Dan's speciality is creatively using technologies to create compelling interactive solutions that successfully deliver on our client objectives

Sean Pashley, CCO, Starfish Mobile



After graduating with a B.Com I joined the magazine industry in the business development arena and moved onto the Sunday Times, (South Africa's largest newspaper) as the Client Service Manager. In this role, I had dealings with some of the country's most recognized brands and garnered a deeper appreciation of their perspectives on media and how they perceived its role within marketing mix.

With a decade of print and press experience under the belt, I moved out of the corporate environment and started a non-traditional media agency which represented the interests of innovative media options. One of these contracted relationships was with Starfish Mobile – pretty much a 'first arriver' into the South African mobile marketing arena.

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I joined Starfish Mobile permanently in May of 2005 as a Sales & Marketing Manager and was subsequently promoted to Managing Director of the South African operations in early 2006. In late 2007, I was brought in as Chief Commercial Officer for our international operations.

Dan Rosen, Managing Director, AKQA Mobile

Daniel is widely recognised as one of the global leaders in mobile marketing. His wealth of experience comes from over 14 years in the industry. As Founder and Head of AKQA Mobile, he has been behind some of the most notable mobile campaigns that have received international recognition, for brands including Nike, Gap, Coke, Target, McDonald's and Visa.

He is frequently called on by national and trade press for insights into mobile marketing and a regular contributor and evangelist at global industry conferences - from Cannes Lions to Mobile World Congress. For the last two years he has acted as Jury foreman of the 'mobile marketing' category in the D&AD awards. Whilst at the helm, AKQA Mobile created the now industry standard whitepaper on mobile internet usage and the future of the platform. This was in association with the market leading global mobile domain consortium, .mobi.

Ozan Koçak, Head of New Technologies, Turkcell



Ozan Koçak is a mobile advertising product manager with an international experience in telecommunication business. He is in charge of display advertising and affiliation network in Turkcell, Turkey's biggest mobile operator. Previously he worked at T-Mobile International in the Portal & Partner Management and again at Turkcell in Campaign Management. He studied Business Informatics in German language. Recently he is working on a personal project to bring the online communities together offline and studying Marketing Communication to expand his expertise.

Sven Huberts, International Client Director, Marvellous

Chris Ward, Digital Director, Join1GOAL

Mark Curtis, CEO, Flirtomatic



Mark Curtis is CEO of Handmade Mobile which runs Flirtomatic, the mobile and web flirting service. He is also a director and founder of Fjord, the digital innovation company. Prior to this he was a founder of CHBI, the digital services company that became Razorfish London in

1998.

In 2003 he invented an idea called You're The Manager which became a TV format bought by Channel 4. The idea was to change football by allowing the fans a vote on who played. The programme was in production and less than a fortnight from broadcast when it was pulled due to pressure from the football authorities.

Mark has also written a book about the effect of digital media on society - Distraction (Futuretext 2005).

Bertrand Gatellier, VP Business Development, Canvas M



Bertrand Gatellier is VP Business Development with CanvasM, a joint venture between Tech Mahindra-IT services specialized in the Telecoms and Motorola- A global telecom manufacturer.

CanvasM is dedicated to Values Added Services (www.CanvasM.com).

In parallel, Bertrand is the President of the VMA since late 1999. The VMA is a non for profit organisation that promotes enhanced voice services within the industry (www.TheVMA.com).

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Bertrand has over 20 years of experience in the IT and Telecom industries, including founding and developing MobAds (www.MobAds.com), a company dedicated to mobile advertising; 6 years with Lucent Technologies where he was Regional Director EMEA for the Messaging Business Unit; and 10 years with Equant where he has occupied numerous executive sales and marketing positions.

Bertrand holds a degree in Computer Science from Arts et Métiers, Paris and an MBA from the Henley Management College (UK).

Maitland Waters, Syndication & Innovation, NHS Choices



Maitland is an expert in online branding, mobile development, widgets, interactive design, new web trends, social networking, and lifestyle marketing with 15+ years online experience.

Living and working in the United States, United Kingdom, European Union and New Zealand has given Maitland an international perspective complemented by extensive client experience including: ABC TV, AT&T, Autotrader.com, British Telecom, OK! Magazine, The Daily Star, Sony Playstation, Microsoft, NHS Choices, Capita, Tourism New Zealand, Chase Manhattan Bank, Toyota New Zealand, Universal Music Group, US Bank, Maytag, Singapore Tourism Board, AVON, Station Casinos, WebMD, SunTrust Bank, Newscorp, Carlson Wagon-lit Travel and Holiday Inn.

Networking with some of the world's leading producers, new media artists, bloggers and web gurus keeps Maitland connected to the pulse of life in the digital age.

Claire Boonstra, Co-Founder, Layar



Claire Boonstra, co-founder of Layar, the open platform for Augmented Reality experiences. Claire has a diverse background in FMCG Consumer marketing (Unilever),

Telecom (KPN, i-mode), TV & media (Talpa Digital), mobile events (Mobile Monday Amsterdam) and Civil Engineering (Delft University of Technology). She is engaged to Arnold and mother of baby Anthony. Claire is a fanatic skier and dancer and used to hold a glider pilot license.

Matt Millar, CEO, LiveTalkBack



Matt Millar is the CEO and founder of Live Talkback. Matt is an entrepreneur with a track record of bringing mobile technologies to the mass consumer market. His last startup, Mobile Innovation was bought by Adobe in 2005 where he was responsible for bringing Flash to over 1bn mobile devices before leaving to found Live Talkback.

Mobile Innovation delivered innovative mobile applications and user interfaces to major handset manufacturers and was responsible for delivering new handset interfaces in partnership with global OEMs including Nokia, Samsung, and Panasonic. Matt is passionate about delivering high quality, easy to use solutions that enhance the lives of consumers around the world. Matt holds a BA from Oxford University, and is a qualified Chartered Accountant.

Patrick Kuwana, Co-Founder, Livemobile



Patrick Kuwana co-founded Livemobile in 2008, a mobile media and services company focused on providing innovative mobile services targeted at the sports fan market. Livemobile is also the rights holder within the African territory for several mobile media rights including the English Premier League Archive mobile video package. Livemobile is the first African winner in the history of Global Mobile Marketing Awards having won this coveted honor in 2009 as recognition for its leadership in driving innovation in the mobile marketing industry.

Michael Leavey, General Manager, Arsenal Broadband

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Andy Goodman, Managing Director, Fjord Madrid

Jesus Gorriti, Design Lead, Fjord Madrid



Interaction designer by trade and human behaviour observer in his spare time centers his solutions in the needs and the wishes of users. Currently he works as Senior Interaction Designer at Fjord's Madrid office, and during the last 10 years he has worked for clients such as Vodafone, BBVA, Electronic Arts, idealista.com, Sony Entertainment, Yacom, Grupo Planeta, Telefónica & dnx group.

Russell Buckley, VP Global Partnerships, AdMob



Russell is a leading expert on mobile marketing, having overseen thousands of campaigns since 2000. MobHappy, his blog about mobile technology and mobile marketing, is one of the most popular on the web focusing on this area. Before specializing in mobile, he spent over 15 years working in marketing, including advising leading brands such as Coca-Cola, Diageo, Texaco and Mars. In 2000, he was recruited to be Director of Marketing of mobile marketing start up, ZagMe, one of the leading pioneers in mobile advertising and location based marketing. Russell learned about AdMob soon after the launch and joined as its first employee, with the remit of launching AdMob into the EMEA market. Russell is currently Vice President of Global Alliances at AdMob, Global Chairman Emeritus of the Board of The Mobile Marketing Association, a founder of Mobile Monday in Germany, is a regular speaker on mobile at conferences throughout the world and has published many articles, as well as a white paper on location based marketing.

Mark Linder, Global Client Leader, WPP

Alex Goudsmith, Commercial Director, iTV Media

Sarah Evans, Head of Mobile Internet, O2 UK

David Gibbs, General Manager, Sky Mobile



David started his career with BSkyB in 1998 and is currently on his second stint at the company. David has had a variety of commercial roles with a particular focus on digital media and sport. As General Manager for Mobile he is responsible for Sky's growing mobile product portfolio and has overseen the successful development of their Mobile TV and Video, Mobile Internet and Mobile applications business.

Chris Dobson, Executive Vice President of BBC Global Advertising



As BBC Worldwide's Executive Vice President of BBC Global Advertising Chris leads the advertising monetisation strategy and execution for the BBC's commercial media assets across all delivery platforms (TV, online and mobile) overseeing sales and marketing teams in 17 offices across the US, EMEA and Asia.

Chris previously led the UK national online business for Microsoft across Sales, Marketing, Content and Programming. The integration of Online Services, Microsoft Consumer marketing and the legacy Aquantive direct marketing divisions to form a new 'Consumer and Online' Division was a major project under his stewardship.

Previous to his UK role Chris led Global Sales at Microsoft Online Services Group, where he led the strategy for, and generation of, global advertising revenues of around \$2.5 billion. Chris is a well-known figure in the media advertising market, a frequent speaker at industry events, and is

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acknowledged as having a unique perspective on and experience in the advertising media.

Gianluigi Longinotti-Buitoni, Founder & CEO, Goal.com

Rob Waddington, Founder, Futuresight Mobile

Harald Neidhardt, CMO, Smaato



In his current position as CMO and Co-founder at Smaato Inc. Harald Neidhardt was instrumental in conceiving the mobile advertising platform SOMA™. Harald is in charge of international business development, product management and marketing at Smaato, the pioneering provider of mobile advertising platform and optimization services based in Redwood Shores, California. Smaato is a mobile innovator with several awards incl. AlwaysOn

Media 100 (2007, 2009).

Harald is the founder of “M.LOVE” – a global event series for people with a passion for mobile.

He is an active member of the Mobile Marketing Association, the BVDW and a frequent speaker on mobile innovation. Harald is also the Vice-Chair of the dotMobi Mobile Advertising taskforce.

Before Smaato Harald was founder and CEO of venture-backed Cardmine, Inc. (New York). He developed the business concept for the “Internet Paper Postcard™” – a viral Marketing concept aimed at lowering customer acquisition costs. He sold the service to Procter & Gamble’s fragrance division in London/Geneva for their Hugo Boss fragrance license, as well as to Estee Lauder, L’Oreal, Chanel, DKNY, BMW, Fiat, American Express and others.

Volker Hirsch, CEO, Blue Beck & Advisor, Bad Halo



Volker recently co-founded the “new” Blue Beck together with games veteran Pete Scott. Blue Beck is a new social games creator and publisher focusing to bring back true sociality to electronic games. It publishes to the iPhone, Android, Symbian, and Blackberry platforms, Facebook as well as emerging handheld digital platforms. He is also a strategy advisor to social infrastructure software specialists Scoreloop and a shareholder in and advisor to Bad Halo, which holds inter alia the global mobile rights to the Italian National Football Federation (FIGC), a license deal he set up.

Volker has been at the forefront of mobile and digital media for nearly a decade. Volker maintains his blog at <http://vhirsch.com/blog> and tweets @vhirsch.

David Cushman, Managing Director, 90:10 Group



David Cushman is MD of social technology consultancy 90:10 (Ninety10group.com) and author of the highly regarded book The Power of the Network. Previous roles have included Director of Social Media at Brando Social and Digital Development Director at Bauer Media.

He’s known for world-class thought leadership and strategy in social + media (the power of the network) and how our ability to self-organise with today’s social technologies changes everything.

His focus is on innovation, efficiency and transformation through bringing people together via social tools. He has been described as one of the world’s finest marketers by E-Consultancy and his blog, fasterfuture.blogspot.com is ranked among the UK’s Top 20 Marketing Blogs by Adage.com. It is ranked in the top 5000 of blogs on all subjects globally by Technorati.com

Find him on twitter as @davidcushman

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Fee Beyer, Product & Innovation, T-Mobile



Fee has worked in the past for various mobile startups as well as for established media and telecom companies. In her current position in the Product&Innovation department of Deutsche Telekom, she identifies communication trends and translates them into new mobile products and services.

Thomas Curwen, Managing Director, Kii Marketing

Mike Dunphy, Consultant, Liverpool FC



Mike Dunphy set up MD Media Consulting in 2008 with the vision of helping brands and organisations maximise their mobile potential and now works with a number of top football clubs including managing Liverpool FC's current mobile business. He managed the MUmobil business for Manchester United between 2004 and 2009 delivering many firsts in the mobile sports arena, concentrating on content distribution and servicing fans via the mobile whilst supporting the club's wider commercial strategy. He has worked with numerous brands in sports, mobile and gaming including Arsenal, Real Madrid, Vodafone, IGT/Barcrest. He has previously worked in various product management and commercial roles in a number of telecoms operators and technology providers. He is a Business Graduate and an Associate of the CIM.

Matt Oxley, Head of Technologies, TribalDDB



Matt looks after our considerable technology team. He's been at Tribal DDB since 1998 and in that time has worked on numerous projects for clients such as Hasbro, Philips, The Guardian and DIAGEO. Recently Matt Oxley led the technical development of www.volkswagen.co.uk, which re-launched in early 2008.

Anna Gudmundson, Global Product Manager, AdIQ



Anna Gudmundson is a senior manager at advertising response company Ad.IQ where she develops and manages new products and services in the space of Mobile Marketing, the latest being their Mobile Internet offering. Anna has many years' experience in the technology sector with responsibility for strategy, technology and commercials as well as managing teams.

Her experience includes delivering cutting edge mobile marketing solutions for big brands as well as managing multi-million Euro telecom projects across continents at Alcatel-Lucent.

At the Football World cup 98 in Paris, Anna worked with events for Coca-Cola around the stadiums. She has also developed football playing robots and competed in Robocup 2003.