

## MMA names 2008 EMEA board

LONDON: The Mobile Marketing Association (MMA) announced its 2008 Europe, Middle East and Africa (EMEA) board of directors yesterday, Tuesday, 13 May 2008. The EMEA branch was established in April 2007 and has since launched region-specific Mobile Advertising Guidelines and conducted a survey into mobile attitude and usage in five key Western European markets.

The MMA's mission is to create a sustainable industry for mobile marketing world-wide and the new board will continue to foster region-wide leadership on the key issues affecting the industry, including best practices and the protection of consumer privacy. The MMA EMEA Branch also recently opened its London offices and hired Paul Berney as its MD for EMEA.

The MMA EMEA Executive Committee members for 2008 include:

- Chairman: Russell Buckley, AdMob, MD, Europe
- Vice-chairman: Dan Rosen, AKQA, group head, UK
- Treasurer: Xavier Perret, Orange Group, VP, Digital Advertising Solutions
- Secretary: Mark Wächter, MMA Germany (BVDW Section Mobile)
- Director at Large: Christian Hernandez Gallardo, Google, Strategic Partnerships
- MMA: Paul Berney, MMA EMEA Branch, MD

“The EMEA chapter's work to date has made great progress in the development of the region's mobile marketing industry,” said incoming chairman Russell Buckley. “I'm greatly looking forward to working with the rest of the new board and the EMEA membership to continue to build on this solid foundation and to further advance the MMA's mission in the region.”

The other board of director members include the following elected, founding, honorary and sustaining individuals and companies:

- Anne-Lise Katle, Telenor Nordic Mobile, Head of Mobile Content
- Arda Kertmelioglu, Mobilera B.V., co-founder/chief business development officer
- Charles Sword, Yahoo! Europe, head of mobile advertising
- David Barker, Nokia, head of publishers and partnerships, EMEA
- Eamon Hession, Púca, CEO & MMA Ireland Chairman
- Hervé Le Jouan, M:Metrics, MD Europe
- Martin Peters, T-Mobile International, head of mobile search & advertising
- Melis Turkmen, TURKCELL, mobile marketing & advertising unit head

- Prinz M. Pinakatt, The Coca-Cola Company, manager of interactive marketing Europe
- Richard Saggars, Vodafone, head of mobile advertising & MMA Chairman Emeritus EMEA
- Roland Tauchner, DIMOCO Direct Mobile Communications, MD & MMA Austria, chairman
- Sixto Arias, Mobext (Havas Digital), MD & founder MMA Spain and Salvador Carrillo, Mobile Dreams Factory, CEO & MMA Spain, president
- Stefan Meyer-Spickenagel, GroupM, global director mobile
- Tanya Field, O2/Telefonica, head of mobile Internet

“The EMEA region is of central importance for the mobile marketing industry going forward,” said outgoing EMEA Chairman and Vodafone's head of mobile advertising, Richard Saggars. “The MMA is privileged to have so many leading industry figures serving on the board of directors. The MMA thanks each of the 2007 board members for their contributions to the association since the launch last April.”

The EMEA Executive Committee will also join the MMA global board of directors. The MMA's next EMEA event for mobile marketing, the Mobile Marketing Forum, will be held in October 2008. For more information, go to [www.mmaglobal.com](http://www.mmaglobal.com) and [www.mobilemarketingforum.com](http://www.mobilemarketingforum.com).

For more, visit: <https://www.bizcommunity.com>