

MMA elects new Global Board Executive Committee

NEW YORK, US / LONDON, UK / SINGAPORE /SÃO PAULO, BRAZIL: The MMA (Mobile Marketing Association) (www.mmaglobal.com) has announced that it has elected a new Global Board Executive Committee with Melis Ertem, head of Turkcell's Product & Service Management; Media & Entertainment & Carrier Services Division as its new global chair.



Ertem who has led the mobile marketing business within Turkcell to become a US\$100 million dollar business in five years, will remain in the position of global chair for the remainder of 2011 through the first half of 2012.

"Mobile Marketing is experiencing explosive growth worldwide, making it imperative that we, as the leading global mobile marketing trade association, continue to work harder and smarter in an effort to develop a mobile marketing industry to meet the demands of marketers and consumers worldwide," said Ertem.

The Global Board Executive Committee includes:

- Melis Ertem, Turkcell - chairperson
- Paul Palmieri, Millennial Media - vice chairperson
- Cameron Clayton, The Weather Channel - secretary
- Barney Loehnis, OgilvyOne Worldwide, treasurer
- Federico Pisani Massamormile, Hanzo - chair emeritus.

The new executive committee reflects the MMA's global membership, which includes more than 700 companies throughout North America (NA), Europe, Middle East and Africa (EMEA), Latin America (LATAM), and Asia Pacific (APAC).

The complete list of the MMA Global Board of Directors is available at <http://mmaglobal.com/about/board-of-directors>.