

# Results of MEF Global Board elections

MEF, the global community for mobile content and commerce, has announced the results of its Global Board elections for the 2013/15 term.

Nine candidates representing companies headquartered in Asia, Africa, Europe and the US contested four seats on the MEF Global Board. Members offering their candidacy included companies focused on publishing, education, content, mobile marketing, security and privacy experts, as well as mobile ad networks, reflecting MEF's diverse membership and relevancy in an expanded ecosystem as mobile continues to capture new sectors.

The four elected board members are:

- Neil Johnson: MD of DMG Media
- Andrew Bud: founder and director of mBlox
- Tom Hall: vice-president education technology partnerships of Pearson
- Ricardo Carvalho: co-founder and managing partner of TIMWE

The elections took place before the fourth Annual CEO Summit supported by American Express. Each new board member will contribute to the direction of MEF, helping the organisation champion consumer trust and advance monetisation for the growth of its members and the wider mobile industry.

The new board members will join incumbent directors; an established board of industry leaders which include:

- Filipe Roup Rosa: Boku business director of LatAm
- Peter Parmenter: director of new platforms and OEM of EA Mobile
- Colin Miles: global marketing head of InternetQ
- Mark Harding: director of risk consulting of KPMG
- Maximilian von Schierstadt: director partner program management - developer experience of Nokia
- Ron Czerny: founder and CEO of PlayPhone
- Peter Northing: director of commercial partnerships of Red Bull Media House
- Jose Valles: vice-president partner products of Telefónica Digital

Rimma Perelmuter, MEF's CEO, said: "The global mobile landscape continues to expand into new sectors as it becomes the primary digital touchpoint for consumers in both growth and established markets. With chapters globally and membership representation from all verticals, MEF is uniquely the only global community that supports this diversity.

"We are delighted to welcome the new directors to MEF's Global Board to advance our mission of accelerating monetisation opportunities and building consumer trust across the mobile ecosystem."

One of the first responsibilities of the newly elected Directors will be to support MEF's transition in hosting the 10th anniversary of the Meffys awards in Silicon Valley on 14 November 2013 as part of the inaugural MEF Global Forum. Meffys 2013, supported by Kaspersky Labs, will have 14 award categories rewarding global success and mobile innovation.

For more, go to [www.meffys.com](http://www.meffys.com)

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