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### The 30 Second Interview

#### What, in a nutshell, do you do?

*I'm part of the market development team at OpenMarket, we are a tier one provider of mobile payment and global messaging solutions with offices in Seattle, Detroit, New York, London, Pune, and Sydney. I develop sales activity in new industry verticals, initiate strategic partnerships, and generally help raise the profile of what we do through conferences and networking.*



#### What has been your company's greatest achievement to date?

*We are a market leader in working with Mobile Network Operators to develop new technologies. Our mobile crediting solution enabled third parties such as Coke and Unilever to apply credits to a user's mobile phone account. This was a significant industry first, and underpinned the Coca-Cola "Gimme Credit" campaign, one of the most successful on-pack promotions they have had to date.*

#### Who, living or dead (famous or not) would you most like to have as an employee?

*To be honest, there is a great team of people at OpenMarket, encompassing many decades of expertise in sales, network relations, compliance & engineering. Having said that Steve Jobs, Richard Branson, Brian Eno and Arundhati Roy would all be fascinating people to spend some time with.*

#### What's the greatest invention of the 21st Century so far?

*The iPhone, it revolutionised the industry, delivered true convergence of media and connected mobility, blew open the apps market, and acted as an envoy for the tablet.*

#### What technology — real or imaginary — would make the biggest difference to your working life?

*Portable connected high power computing devices, in particular a series of MacBook Pros, have truly revolutionised how I work. These days iOS apps such as CamCard, EventBrite and LinkedIn also save me a lot of time.*

#### Is the mobile content world too much aimed at men?

*It depends if one is looking at "traditional" paid mobile content, or apps, games and in app purchases. I think the market caters for demand, wherever it may arise. There is some fascinating research at Flurry (<http://blog.flurry.com/bid/92377/The-Gamification-of-Mobile-Games>) outlining the growth and behaviour of female gamers, and the ROI potential for companies wishing to engage with them, well worth a look.*

#### What's your ringtone?

*I have two, one is an old favourite "The Peanut Vendor" by Alvin "Snake Eyes" Tyler, and the other is my remix of "Butterfly" by Marie Glad.*

[http://www.youtube.com/watch?v=VR\\_78SbtJoc](http://www.youtube.com/watch?v=VR_78SbtJoc)

[http://www.youtube.com/watch?v=84Z\\_qzE6ivk](http://www.youtube.com/watch?v=84Z_qzE6ivk)

#### Where are you off to now?

*I have a week of conferences and networking, starting with an Institute of Fundraising charity CRM conference and then ICE and LAC, two of the biggest shows for the gambling market, I'm also lining up meetings for Mobile World Congress in Barcelona, hope to see you there.*

#### Oisín Lunny

Senior Market Development Manager - OpenMarket

[oisin.lunny@openmarket.com](mailto:oisin.lunny@openmarket.com)

Tex "OISIN" to 88600 for more info

[www.openmarket.com](http://www.openmarket.com)

[www.oisinklunny.com](http://www.oisinklunny.com)