

MICHAEL MULLAGH

Independent Consultant



MOBILE AND PAYMENTS
ADVISOR

SUMMARY AND FOCUS

Innovative, proven, successful CEO/COO of both large public and private growth stage enterprises in mobile commerce/payments, mobile carrier, data analytics, device manufacturing and software spaces. Significant Board, financing, fundraising and international experience. Strong balanced strategic and operational orientation. Well-developed analytical and communication skills. Customer, people, results focus. Well-connected and respected in wireless, banking, and e-commerce communities.

- Market entry, growth and profitability strategy
- Scaling and business operations
- Team assessment and development
- Funding strategy, introductions, execution
- Partnership/channel strategy and introduction
- Sales strategies and customer introductions
- Interim executive leadership
- Board and Advisory Board positions
- Investor due diligence
- Market analysis and opportunity assessment

EXPERIENCE

- 2005 – 2012 **VIVotech: Executive Chairman / CEO**
Led the company to become the leading enabler of Contactless and NFC based Mobile Commerce solutions
- 2001–2004 **Telephia: President/CEO**
Grew this mobile data analytics company from \$3m to \$60m in revenue and turned around \$30m in losses to profitability. Acquired by Nielsen for \$450m
- 2000–2001 **Independent Consultant**
Advised four mobile start ups on strategy, positioning, operations and funding ; facilitated customer introductions and contract wins
- 1997– 2000 **Whisper: President/CEO**
Built telemetry start up to launch
- 1992–1997 **Rogers Wireless: President/COO/EVP**
Doubled customer base in three years and grew revenues to \$1.2b using innovative segmented strategies, including Amigo, North America’s first personal packaged cellular offering ; launched Canada’s first Digital Network

- 1988-1992 **TELUS Mobility: President/COO**
Led BC Tel Mobility to become Canada’s first and most profitable wireless carrier

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DOMAIN EXPERTISE

- The mobile commerce /payment eco system
- Wireless carrier strategies, operations, systems
- Banking and payments systems
- Mobile/payment networks, devices and software
- Data analytics
- Financing , both Venture (raised \$150m) and Public
- B to B and B to C strategy and operational execution
- Advertising (ran \$50m annual budget) and Retailing

SKILLS/ATTRIBUTES

- Strong strategically and operationally
- Consultative approach and experience
- E Team recruiting and development
- Thrived in public and entrepreneurial companies
- Profit, people and customer focused
- “Go to Market” strategy and execution
- Very strong analytically
- Financially strong and numerate
- Strong crisis/change manager
- Well known, respected and connected
- Served on CTIA Board
- Frequent, well regarded event speaker
- Compelling communicator – Board, people, public
- Product development
- Mobile, network and payment technologies
- International business experience
- BA Economics, Trinity College, Dublin
- MA Economics, SFU, British Columbia, Canada

CONTACT/FURTHER BACKGROUND

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