

Resume / Curriculum Vitae - Ian Wood

15 years of internet and mobile product innovation, design and delivery.

Career highlights:

- Started a successful mobile messaging product company.
- Conceived and designed internet and mobile products sold to top tier clients in multi-million dollar deals.
- Invented three patented technologies for mobile products.
- Designed and managed the delivery of mobile data products and infrastructure for a full-service mobile network operator.
- Designed three award winning mobile products.

Key skills:

- Conceiving unique internet and mobile product ideas and evolving existing product features.
- Managing product lifecycles, development teams, vendors and delivery schedules.
- Evangelizing product technology to customers and investors.
- Extensive international work experience in US, Europe, and Asia.

Present

Consultant, Ian Wood Technology Advisory (USA / UK) 2008 – Present

Currently consults on a number of mobile application projects in Los Angeles and internationally. Most recently worked on the development of two mobile social networking strategies and the design and development of a mobile advertising platform.

Past

Technology Director, Disney Mobile, Walt Disney (Los Angeles) 2005 – 2007

Conceived, designed and evolved the mobile product and platform technologies core to Disney's mobile network offering. Designed significant portions of the technology architecture and managed multiple vendor deliveries leading up to the June 2006 launch. Thereafter, developed concepts and managed the design and delivery of several new products:

- A family prepaid mobile service.
- A mid-tier multimedia handset.
- A handset activation service.
- Rich media entertainment services.
- An enhanced call control service.

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Disney Mobile won the 2007 **Andrew Seybold Choice Award** for the **Most Innovative New Service by a Wireless Operator or MVNO**.

Consultant, Palace Ventures (London) 2003 – 2006

Worked as a consultant on four major projects:

- The creation of mobile content marketing, discovery and delivery strategies for UK media and publishing companies.
- The design, delivery, and business development for an interactive mobile video dating product launched by mobile operator “3” in the UK in 2005. The Dateline Mobile product won **Best Lifestyle/Community Application Award** at MIPCOM that year.
- The design, delivery, and business development of a suite of mobile gambling games for YooMedia, plc. distributed under the PlayWizard brand by Carphone Warehouse in the UK.
- The development of a mobile investment strategy for Palace Ventures, Ltd., an FSA (UK) regulated investment fund that focuses on early stage mobile technology companies which deliver industry specific vertically-oriented mobile solutions.

CTO & Founder, Empower Interactive Group (London) 1999 – 2003

Founded Empower Interactive, a mobile product company employing over 150 people and delivering messaging solutions to tier 1 mobile operator worldwide. Was the principal visionary behind the product strategy. Responsible for 3 patents (WO 03/069924, WO 03/027872, WO 03/001819). Conceived and architected sophisticated messaging solutions that are now in use by Orange, SMART, Wind, StarHub, Telkomsel and others. Created and designed the MDP (Message Delivery Platform) product which in its largest installation processes 6,000 SMS per second. Evangelized product strategy to help raise over \$20m in funding from private equity investors. Empower was ranked a UK **Top 100 Technology Growth Company** in *The Sunday Times* for three years (2003-2005) and a *Tornado Insider Top 100 European Company* in 2005. In 2006, Empower was bought by eServGlobal, a London Stock Exchange listed (symbol: ESG) provider of global carrier solutions.

Technical Director, IMG/TWI (London) 1997 – 2000

Worked with top sporting brands including Manchester United, FC Barcelona, Wimbledon, British Open, and the PGA European Tour to deliver industry leading immersive web experiences. Worked closely with TWI’s customers to architect, design and manage the delivery of solutions that bring the Internet as close as possible to the sporting action. Leveraged TWI’s media production capabilities to help break new ground in delivering

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broadcast content and multimedia to the Internet well before the advent of broadband content. Architected solutions to provide original content video feeds, real-time photo feeds, play by play event coverage, and real-time SMS alerts.

Education, etc.

New York University, Computer Science, 1992*

US & UK citizenship

Acknowledgements

Andrew Seybold Choice Awards 2007

Disney Mobile

MIPCOM Mobile Awards 2005

Dateline Mobile

New Media Age Effectiveness Awards 2004

Empower Interactive / Whoosh Group

Patent WO 03/069924

Empower Interactive

Patent WO 03/027872

Empower Interactive

Patent WO 03/001819

Empower Interactive

Sunday Times Tech Track 100

Empower Interactive