

# **Jim Brown**

**Vice-President Business Development at SALT Technology, Inc. (previously Admeris)**

Toronto, Canada Area, ON, CA

Vice-President Business Development at SALT, Cloud/NFC m-commerce, Co-Founder MobileMonday Toronto

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## **Biography**

16+ years in mobile, telecom, payment processing and start-ups.

Expertise in sales, business development, strategy, marketing, and experience in planning, developing, launching and managing product/service companies in B2B, and B2C markets.

Presently helping manage SALT (formerly Admeris), an m-commerce company with leading edge intellectual property in mobile payments, payment processing and authentication. SALT owns several patented and patent-pending technology innovations that comprise the foundation of the company's end-to-end payment platform. SALT targets banks and Mobile Operators, enabling branded mobile wallets, on any device, and with any payment type.

Co-founder of VoCoMo, an SMS aggregator sold in 2005.

Co-founder of eFuzion, a wireless software company, sold in 2001.

MSc from Syracuse University in Telecommunications, in addition to University of Toronto, Strategic Leadership program.

Co-founder of the MobileMonday Toronto chapter. In 2005 I became the co-founder (with Alex Bosika) of MobileMonday Toronto, a non-profit, grassroots organization dedicated to the growth of the mobile industry in the Greater Toronto region. Managing this in my spare time, we have grown the chapter to become the largest mobile networking group in Canada, with monthly events that range from 200 - 400 people. Our audiences range from developers to VC's to telco management. Our chapter has a strategic partnership with MaRS. To learn more go to [www.mobilemondaytoronto.com](http://www.mobilemondaytoronto.com).

Specialties: - sales and business development

- strategy and positioning, market planning, branding, product/service creation and launch, business development, partnering, product management

- mobile content, mobile media, m-commerce and mobile payments

- mobile eco-system

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## **Availability**

Moderator, Panelist, Workshop

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## **Industry Expertise**

Wireless, Banking

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## Areas of Expertise

Mobile Payments, Mobile Commerce

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## Sample Talks

### KPMG Mobile Payment Outlook - 2011

Talk describing the current environment in mobile payments, contrasted with previous attempts to start electronic cash or payment ecosystems.

### Payments 101 - Ryerson DMZ

This educational session provided a detailed look at the payments processing industry - fees, structure, processes, from the perspective of a merchant interested in credit and debit card payment processing services. Including what to look for, what questions to ask, how to compare offers and look for value add.

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## Education

### Syracuse University

M.Sc. Telecommunications

### University of Toronto

Certificate Strategic Leadership

### Ryerson

Bachelors Business Management

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