



Mobile Financial Experts and Akhet Consulting are pleased to announce today a strategic alliance between the two to strengthen the delivery capability of both firms in the field of mobile financial services policy and system implementation.

Greg Reeve said today: “I welcome the link up with Akhet and Stewart White. We have both worked in this field over the years and now can combine and complement the expertise of each of Akhet and MFX in this important and growing area.”

Stewart White said: “The Middle East and Africa, India and the region more generally are in need of creating the right enabling regulatory frameworks to empower the underbanked and unbanked to be part of the digital economy that will underpin Smart cities of the future. This association will build on that and utilise the expertise of MFX to implement them.”

Background

The success of e-money systems in Africa, for example, has led to the growth of an industry that now covers over 260 live deployments, however the promise of replication of the initial scaled solutions has not materialized in the timeframes imagined.

This is due in part to the talent, responsible for creating the business models and operational solutions existing in competitive spaces and there being no availability of end to end independent credible consulting skills.

Some organisations exist, however these are staffed with people who do not have first-hand experience, and have limited practical knowledge. Some individuals are consulting, however they have limited skill sets and are not working as a team.

Why Mobile Finance Experts?

Mobile Finance Experts has brought together a combined team with an exceptional track record of delivering mobile financial services in the strongest markets globally. We believe we are the ideal partner for your engagement, as each of the consultants have the unique experience of being strategically and operationally positioned at an executive level in these leading operations.

This allows us to provide the needed expertise to assist you with your business planning, design and operational execution. We have the right DNA: our team of experts, all have a strong track record in telecom and mobile money. We bring strategic perspective, local market familiarity and strong project management.

Where else can you get process, product, technology and platform, AML/KYC, operations, customer care, channel, sales and marketing, operations, strategy and commercial expertise in one place?

The Team

Greg Reeve



Greg has been responsible for large at-scale public and private sector systems covering Financial Services, Machine to Machine, Telecommunications, Travel and Criminal Justice. He has worked globally for most of his career with specific experience in Africa, Latin America, North America and Europe. Greg started working with Mobile Payments when he led M-Pesa Globally for Vodafone from 2009-2013.

Recently Greg had P&L responsibility for the MFS operations for Millicom across 11 markets in both Latin America and Africa. As world leaders with 10% of the world's mobile wallets, in Mobile Financial Services, Millicom helps millions by providing a convenient, safe, and secure means of transferring money and paying bills with a handset, bringing financial inclusion to large numbers of people.

Greg has been a board member for Milvik (Bima), which provides an end-to-end mobile insurance solution for mobile operators in emerging markets, Circulo Payment, a joint venture between Millicom and Kalixa to develop a payments service provider to operate in Africa and Latin America, and Rswitch, the national payments switch in Rwanda. He also provides advisory services for other fintech businesses.

Greg has a background in large scale IT projects and telecommunications and holds a number of published patents in the fields of Smartphone App Security, Machine to Machine and Mobile Money.

Lesley-Ann Vaughan



Lesley-Ann is one of the creators of M-PESA as one of the team of five consultants who delivered the M-PESA platform for Vodafone from concept to launched service, working as Product Management lead. She was Chief Product Officer for a MFS Financial Platform startup with clients globally. She has been operating as an independent consultant in the MFS sector since 2012.

Lesley-Ann has deep subject matter expertise in MFS initiatives, both telco-led & bank-led, including essential elements such as Risk Management, AML Compliance, Agent Management, Customer Service. Her expertise spans assessment, requirements development, technical delivery and operational implementation of MFS programs; Lesley-Ann has spent considerable time helping clients to move from concept to a growing business with business processes & systems that are transparent & can scale.

Lesley-Ann was instrumental in the functional designs & roadmap prioritization behind Safaricom's API initiatives for the development community, and the design of the supporting business processes and use case thinking. This detailed design effort has formed part of the Vodafone "Generation-2" Platform strategy.

Lesley-Ann graduated from Cambridge with MEng (Distinction), BA (1st Class Honours) in Engineering.

Christopher Blackburn



Chris formed part of the executive team that launched Vodacom M-pesa in Tanzania in 2008. He had the key role of Managing Executive of Prepaid Distribution building outlets from 70 to over 10,500.

Chris has subsequently led the full program for M-Pesa in Albania, from establishment of Regulation, subsequent licensing and finally to go live for Vodafone.

Chris has worked exclusively in telecoms in sales and distribution roles. Following on from the M-pesa operational launch in Albania Chris joined Millicom in 2014 to head up Sales and Distribution for Mobile Financials Services in the African Markets. Chris has consulted on Sales and Distribution to a number of markets in Africa, Asia and Latin American Markets.

Chris holds an Executive MBA from Cass Business School.

Gareth Pateman



Gareth has played a central role in the technical evolution of Digital Financial Services across Africa, Asia and Latin America since 2007, having led the M-Pesa Technology Centre of Excellence for Vodafone.

Gareth followed on his key role with Vodafone, becoming the Chief Technology and Information Officer for Mobile Financial Services in Millicom.

Whilst at Vodafone, Gareth commissioned and led the design of the second generation M-Pesa technology platform which is now marketed by Huawei. This platform marked a significant shift from the original closed loop design of M-Pesa to an open API-centric system.

Gareth has also been responsible for a number of mobile platform migrations both in Kenya, Rwanda and Tanzania. Ensuring the safe migration of millions of accounts between systems.

Dylan Lennox



Dylan Lennox is an experienced Executive having demonstrated success in launching and managing Mobile Money operations in Tanzania (2008) and Mozambique (2013) with Vodacom M-Pesa. Until December 2015 Dylan was the Managing Director of M-Pesa in Mozambique, with complete P&L ownership and responsibility for the strategy, execution and general management of the sales, distribution, marketing, business development, product development, finance, customer operations, compliance and risk management functions.

Previously he was responsible for starting up and running the commercial operations of Vodacom M-Pesa in Tanzania as Managing Executive: New Technologies and later Chief Officer: M-Commerce, from June 2007 until he left in September 2012. Tanzania is widely recognized as one of the leading mobile money markets in the world with Vodacom M-Pesa the leader in a highly competitive environment with greater than 6 million monthly active customers.

Dylan is a Chartered Accountant (SA) who also has significant experience and expertise in starting up and leading telecoms revenue assurance, billing integrity and product development functions in South Africa, Tanzania and Mozambique.

In addition to his strategic, commercial and operational Mobile Money expertise Dylan will bring his focus and passion to assist Mobile Money Operators to implement and manage all of their Interoperability, Open API, Fraud, Revenue Assurance, AML Compliance, Agent Management, Customer Insights, Customer Value Management and Business Intelligence requirements by implementing the required Mobile Money Business Support Systems (MMBSS) and associated Mobile Money Managed Services (MMMS).

Emil Sjöblom



Emil Sjöblom is highly experienced, managing Mobile Financial Services for Tigo Cash in Rwanda with full P&L responsibility, with over 1 million active users, and a distribution network of over 12,000 agents.

Previously Emil delivered the global Project Manager & Product Strategy for the Millicom Mobile Money App for Android and iOS, and managed on-boarding of new global partners and products.

Emil was also responsible for the Implementation and Management of the Tigo Mobile Money Platforms for Tanzania, Ghana, Rwanda, and DRC, Market assessments of DRC, Chad, Senegal and Mauritius, as well as the Business owner for the vendor selection for Mobile Money Platform for Mauritius, Senegal, Tanzania, Rwanda and DRC.

Emil also launched support in Ghana (Feb 2011 - June 2011) and Rwanda (Sep 2010 - Feb 2011) for Tigo Cash

Richard Morecroft



Richard is a senior change leader with a proven record of enabling and delivering successful digital transformation and innovation through direct and indirect leadership

Whilst at Ooredoo, Richard led the launch of the \$10m Group Digital/Mobile regulated financial services business from strategy, investment sign off, platform selection and management (SAP), team formation, build and launch. Grew business to over 150k customers (15% Qatar market share) in 18 months after launch with transactions in excess of \$15m/yr.

The platform now handles 1m customers in 3 countries.

Following Ooredoo, Richard has consulted for Financial Service organizations as well as provided Board Advisory services.

Madlyne Njoroge



Madlyne lead the set-up of the M-PESA in the largest call center in Sub-Saharan Africa at Safaricom-Vodafone, which has over 20M active customers. She has significant expertise in mobile money operations, customer care structural set-up, business process design, customer insights, business intelligence analysis, talent management and training management

As the Senior Lead in Customer Care Executive Team, she was instrumental in the set-up of the M-PESA operational structures, design and implementation of the business processes from the pilot phase to post launch. The impact was within the first 3 months since launch, her team was supporting over 100,000 registered M-PESA customers.

She has extensive experience in the telecom industry. From 2005-2014, she gained broad expertise in MFS operations management while partnering in interoperability projects spanning from Kenya, India, UK and Regional Africa markets. Her contributions entailed increased value propositions. This lead to increased customer base on products like M-Shwari.

Madlyne was involved in the strategic planning of the second generation M-PESA platform and contributed in the development of the business operational processes. The impact was improved operational efficiencies and customer/agent experiences.

She holds a Masters Certification in Project Management from George Washington University and is a Certified Contact Center Manager from QAI Global-India.

Stewart White



Stewart is a regulatory and commercial lawyer by background with more than 30 years of experience. He has worked in many jurisdictions in developed and developing countries advising both the public and private sectors in fixed, mobile and satellite. He was the founding Group Public Policy Director of Vodafone Group plc (where he was known as Vodafone's "Foreign Minister"), and has been a director of many Vodafone operating companies and more recently a director of Etisalat's Nigerian operation.

He has been involved in e/m commerce for many years and worked on the early stages of mobile money when at Vodafone. He has reviewed the laws and regulations relating to digital payments within the GCC and region for a UK e-payment technology client seeking to introduce mobile money solutions to accelerate economic development and relevant to the various SMART City initiatives in the region

He was the lead legal advisor on a number of World Bank projects in the Middle East including the privatisations of operators and creation of regulatory authorities in Oman, Jordan and Palestine. He led a team in Qatar in 2011-2013 advising ictQATAR on optimizing the sector framework and developing a sector strategy for the regulatory authority. He was an advisor to the Australian Government regarding the creation of the NBN, including separation undertakings of Telstra, and other NGN related projects including in Kuwait, Oman and Qatar.

He was an expert at an ITU Sponsored with governments in CIS a workshop on mobile payments in Baku Azerbaijan in October 2014, which involved contributorions to deliberations on a regulatory framework for CIS countries, including policy and regulatory review of Mobile Payments in a number of countries including Kenya, UK and UAE. He advised on and assisted with the draft Recommendations for adoption by the ITU.

He has recently advised a regional Central Bank on a draft regulatory framework for digital payments.

He has been an expert to the European Commission, an advisor to four Secretaries General of the ITU. He founded Akhet Consulting in June 2012 and is resident in the UAE.

31st March 2016



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