

## **Dynmark CEO appointed to board of Mobile Data Association**

### ***Oscar Jenkins to help assist UK trade body focus and direction***

*CHELTENHAM, United Kingdom, June 1st 2010:* Oscar Jenkins, CEO of mobile messaging company, Dynmark International, has been appointed the Mobile Data Association (MDA) Director of Mobile Marketing.

Jenkins joins the MDA board as it seeks to realign its focus for the next cycle, concentrating on activity around planning mobile technology for the 2012 Olympic Games and charity text messaging donations.

A seasoned entrepreneurial manager with over 20 years new media experience, Jenkins enjoys a track record for commercialising emerging technologies as well as building and managing teams. He was involved in a number of the earliest dot.com ventures and founded several successful internet companies, including one of the first UK ISPs. He has been the CEO at Dynmark since 2002.

Steve Reynolds, Chairman of The MDA, commented: "We welcome Oscar and all our new additions onto the board, and look forward to the fresh energy, expertise and ideas they can bring.

"Oscar's messaging background should prove invaluable to our members and the wider mobile community," Reynolds added.

Ends

### **Notes to editors**

#### **Dynmark International Ltd**

1. Dynmark International Limited is a leading UK mobile messaging and marketing services provider.
2. Dynmark's Mobile Services Platform is a robust carrier grade messaging application platform that allows corporate clients to send and receive mobile messages from either the desktop, server applications or plug-in applications direct to and from customers' mobile handsets.

3. Dynmark also provides specialist Mobile Marketing Services including campaign planning and management.

Please visit <http://www.dynmark.com> for further information.

### **The Mobile Data Association**

1. The MDA was established in 1994 to reflect the common voice of the mobile data industry.

2. The longest established dedicated Mobile trade association in the UK promotes the use and benefits of mobile data throughout industry and business.

3. Press, regular industry conferences and seminars, and the operation of industry-interest websites help promote a high level of awareness amongst users and advisers, directly influencing operational management.

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