

# THERESA HUSTON

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**"My strong belief is that mobile media will follow the evolution of Internet marketing"**

## **What do you most like about your job?**

My team and I work on developing and delivering products and services that have never been seen before – which continue to drive the growth of the mobile industry – and that is both exciting and challenging!

What I, personally, find the most rewarding about my job here at Telescope is working with our client services, operations and tech teams. I believe we have an incredible, dynamic group of individuals who are driven to learn, push the boundaries and deliver for our clients.

Helping individuals within the Telescope teams to grow, both creatively and professionally, is truly fulfilling. I believe the dedication that we all feel for our work and the company, as a whole, is reflected in the success of our campaigns, and is part of the reason our clients keep coming back to us.

## **What's the biggest challenge in your job?**

Currently the biggest challenge within my job is introducing new mobile technologies to clients that are not familiar with the mobile space. My strong belief is that mobile media will follow the evolution of Internet marketing.

In time, short codes, mobile URLs and QR codes will be viewed as essential components to clients' campaigns in display media, just as Web site addresses are today. But at the moment it's still very much a step-by-step process to build knowledge within client organiza-

tions in terms of how mobile should be used, and, in turn, to work with them to build sustainable ROI models for them.

## **What is your work priority for 2010?**

In 2010 our priority is to further develop our technology to meet the market needs we foresee. These include launching our Target In Call Ad Serving platform on SMS, further integrating our Insight CRM platform into client campaigns, and moving our transactional model for mobile interactivity towards IP-based applications such as Twitter.

We are all about ROI for our clients and we know that enhancing our technology tools will further help them deliver value from the mobile platform and, of course, hopefully increase their spend in future years.

## **What will it take to attract more women to mobile marketing?**

As mobile moves out of being a purely technology-driven medium and increasingly into mainstream marketing, I'm sure the industry will naturally attract more women. We're doing our part to even-up the numbers: my team is 90 percent female.

## **Your proudest achievement in mobile?**

My greatest achievement in mobile has been building and leading a strong team of creative, ambitious and technically savvy women and men over the past four years at Telescope. When I started my career in mobile, developing and

managing a cross-carrier application was a major accomplishment.

Today, my team at Telescope has managed over 60 projects in 2009 and over 225 projects over the past four years. It is amazing to see how far the industry has come over recent years, and rewarding to see how the Telescope team, and company as a whole, has already grown and will continue to grow in future years. I have a great deal of pride in knowing how Telescope has been instrumental in spearheading industry growth through developing new products and technologies.

I am also especially proud of the work we did integrating mobile with our agency partner, The Marketing Store, on the McDonald's Monopoly program. This campaign was the first in which a collect-and-win game was played across online and mobile simultaneously.

To take a project from an idea that had never been done before and watch it grow into a hugely successful campaign that drove real value for McDonald's and pushed the limits of our industry was an exhilarating moment in my career.

And it won a couple of awards too, which is always nice!

*Theresa Huston has worked at AT&T Wireless. She is based in Los Angeles.*