

Mobile Commerce Platform Provider VOCEL Announces Changes to Board of Directors

By [Laura Stotler](#)

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[VOCEL](#), creator of a mobile commerce and promotion platform, has announced two changes to its board of directors as its trials with Midwest Wireless and a new A-VB billing system from Qualcomm ([News - Alert](#)) are implemented. Richard Sarnoff, president of Random House Ventures, LLC, has been elected as the non-executive chairman of the board. William C. Weiss, chairman and CEO of The Promar Group, LLC, has been elected ass vice chairman of the VOCEL board of directors.

The changes reflect a broader strategic vision and the desire for VOCEL's growth. A number of software companies, MVNOs, handset manufacturers and content owners have express interest in the proprietary Interactive Commerce Accelerator (INCA) platform from VOCEL. The platform enables products like ringtones, games and wallpaper to be sent to targeted, opted-in subscribers. Subscribers may then complete a purchase through a single touch.

"This is a very exciting time for VOCEL and its growing business, and these enhancements to our Board of Directors position us for the even greater success ahead," said Carl Washburn, VOCEL's CEO and founder. "Richard Sarnoff and William Weiss have both played instrumental roles in charting the company's vision and direction, and we are honored to announce their new positions on the board."

"VOCEL has pioneered and is delivering a fascinating set of capabilities in the mobile content and communications arena," said Richard Sarnoff. "For consumers, VOCEL provides seamless discovery and purchase of content on mobile phones. For the mobile industry, VOCEL provides an unprecedented opportunity for revenue enhancement, customized promotion, and customer intimacy. I look forward to working with Carl Washburn and his team as they develop these capabilities into market standards."

"VOCEL has created a software solution which marries the best disciplines of intelligent, opt in, interactive target marketing with the significant scale and reach that mobile wireless technologies allow," added William C. Weiss. "VOCEL's strategic approach allows for fluid and enhanced relationships among users, operators and brands, while also creating significant new revenue and application opportunities through simple user interfaces. This combination of simplicity, power, reach and results is truly impressive and timely. I look forward to serving as vice chairman to work with the Board, Carl and the team in further delivering on the true promise of mobility on a global basis."

Laura Stotler writes about IP Communications and related topics for TMCnet. She has covered VoIP and related technologies for seven years, contributing to Internet Telephony magazine and TMCnet, and as a freelance writer. To see more articles, please visit: [Laura Stotler's columnist page](#).