

John BaRoss

President - Marketing Business Development, Americas at Iksula Online Solutions

Long Valley, NJ, US

Strategic Development eCommerce: Reaching Larger Addressible Markets

Biography

At AT&T Labs headed 1 of just 2 incubator initiatives to make it to market and scale. Planned and launched a portfolio of innovative alternative payment initiatives at AT&T. After 24 year year with AT&T, headed strategic and business development with global eWallet companies and eCommerce outsourcing firms all involved in driving more site traffic, higher sales conversion rates from more paying customers.

Availability

Panelist

Industry Expertise

Advertising/Marketing, IT Services/Consulting, Internet

Areas of Expertise

Ewallets, Ecommerce, Bpo/Kpo

Affiliations

Society of Industry Leaders, Circle of Experts, Coleman Research Group Executive Forum

Sample Talks

Payment Panel - eTailing India Expo, Mumbai, January 2013

Discuss emerging payment challenges and opportunities in India and contrast with experiences in US over last decade. http://www.youtube.com/watch?v=Z5o_9jKpndo

Event Appearances

Telecom & eCommerce

Telecom & eCommerce Europe

BT ClickandBuy

Monitizing the Internet

Education

Georgia State University
M.S. Management

Ball State University
B.S. Marketing Marketing & Finance

Accomplishments

Envisioned Carrier Recurring Billing (Became AOL's 'Bill-to-Phone')

Headed initiative that triangulated w/Seattle-Vancouver-based eCharge as the intermediary to trial monthly recurring charges for AOL service to AT&T phone bill. AOL's test was to see if a 5% lift in customer acquisition could be realized. Trial results exceeded 12%. While AT&T jettisoned the offering due to unrelated FTC Truth-In-Billing cramming and slamming complaints, eBillit (later named PaymentOne/PayOne) took over and expanded the initiative.

Phone bill billing of eCommerce

"ClickAT&T" - launched officially at Internet World in Los Angeles, CA in Spring 1999. Take 900 premium calling merchant settlement infrastructure, add AT&T Labs API and a work-around (to validate market interest & performance before OK'ing \$2M in IT dev (+/- 100%) and poof, now 25-40% of people on eCommerce sidelines can purchase online!

ClickAT&T Resurrected at AT&T Labs

Following work after AT&T Business retreated due to FTC TIB, Labs created a new incubator org (BUs stopped backing out-year dev as Worldcom ghost was chased). Developed 5 yr plan, multi-phased spanning AT&T Consumer, Wireless, Broadband, Worldnet (etc.) and validated with deals in marketplace, then secured AT&T Labs SVP alignment for President Nagel to launch.

AT&T PrePaid WebCents

Phase 1 of ClickAT&T. Followed work again to AT&T Consumer as part of Governance leadership to launch & scale AT&T prepaid digital media card available at retail brick & mortar. Negotiated breakthrough deals with Disney, Sony, Real Network's Rhapsody Music, Vindigo, Atom Shockwave & others. When prospect retailer Blockbuster pushed back, flipped model to private label cards powered by AT&T WebCents, not only reselling model but convincing above companies to now fund over a million in ad spend.

Creative partnering 1

The best selling WebCents card was by a mobile entertainment start-up that sold more than Disney & Sony. Pivoting to 'farming', I envisioned a way to grow this start-up beyond its apparent only offer by negotiating an alliance with BMG Music and Graceland to create a bundle offer that Wal-Mart embraced, dedicating pallets in their stores to promote this new multi-media bundle that encompassed downloads, mobile entertainment, subscription and physical goods.

Winning competitive RFP after C-level colleagues were told we were eliminated from consideration

Stepped up to try reopening doors at TelMex after leadership was told ClickandBuy LLC was eliminated from consideration. Leveraging years of expertise and insights with telecom and 3rd party VAS, persuaded TelMex leadership to hear us out. After a convincing conference call we gained a face-to-face in Mexico City and went on to win a multi-year, \$5M licensing outsourcing deal for both TelMex Mexico and TelMex Latin America for TelMex ClickandBuy. Never say never.

Lightning strikes twice

Again a competitive loss scenario but worse: competitor had a verbal. Undeterred, I persuaded Amdocs Qpass Digital Commerce C-levels on an idea to salvage win, then persuaded 'new' (TX-based) at&t to listen: an envisioned strategic alliance. It intrigued at&t but w/clock ticking. I then reached out to CEO of competitor's JV partner & persuaded daring alliance to compete with themselves. Vetted w/COO then circled back to at&t for 7 figure win.

Expanding into Social Media

Recruited into India's outsourcing industry to help them grow into eCommerce, not only hunted and farmed 5, 6 & 7 figure deals but launched social media presence for new eCommerce LOB. Devising awareness driving techniques, in less than 4 months took this new LOB's Twitter page to become the #1 Followed "eCommerce" page in Twitter, passing over 100 companies - many with marquee names (turning Follower base into a lead generation engine).

Taking charge on the Board

An alum of a 35+ yr old collegiate fraternal org, initially volunteered to help track down missing members (almost 50% of over 500). Over time offered seat on Board (CFO then CTO) then headed 37th Reunion in Indianapolis (the first in >12 yrs (after org used to hold them every 5 yrs). Built momentum by organizing 40th reunion that was the best ever event for org (now with over 95% members found). Launched & grew social media & new Alum Advisory Board to mentor collegiate members.

Presidential Election

Volunteered at website of a 2008 presidential candidate running in primaries. After assisting campaign for a month, offered position as NJ State Director of campaign. Ran ballot access initiative and was surrogate speaker at events in NJ & NY. Within months offered position as Northeast Region Director of Presidential campaign and joined candidate in New Hampshire to campaign at coffee house, pizza shop, a mall, a nursing home, a flea market and more (then later was invited to D.C. for event).

Breakthrough deal for US Start-up

As first North American based employee of Mumbai, India-based Iksula Online Solutions, a 6 year old private firm, successfully made breakthrough engagement with mass merchant Meijer (www.meijer.com), known by some in the retail industry as the Wal-Mart of the Midwest and a \$14B+ top ranked private company by Forbes, then navigated team through competitive pilot to win business.

Testimonials

David Hunter

David and John co-presented at industry event in Budapest, Hungary. David can be contacted directly for feedback.

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