

# Mobile Transactions and Data in The Wild West

## The Good, The Bad, and The Ugly

Businesses are in search of gold—data gold. But, will prospecting for mobile payment data result in growth -- or will lack of data security, fraud, and invasive marketing cause those transacting on mobile devices to leave town? Actor/Producer Kevin McCorkle joins mobile payment experts to explore “best practices” in the collection, protection, and proper use of data. The panel will use a “Wild West” theme as an entertaining way to show businesses how to strike gold through strategic mobile payment initiatives, using “data” as a focal point.

### From The Payment Pioneers at AP Technology



**Rich Love**  
CEO

AP Technology

Mr. Love is founder and CEO of AP Technology, a pioneer in secure payments for more than 25 years. His company processes more than \$30 billion in payments annually for its customers. Love holds multiple related patents and is a recognized expert in the field of technology and payments.



**Greg Wilfahrt (Moderator)**  
Chief Mobility and Marketing Officer  
AP Technology

Greg Wilfahrt has been immersed in mobile technology and payments for more than 15 years. Often quoted in major news outlets, Mr. Wilfahrt earlier co-founded a wireless company with nearly 60 million users that achieved mobile billing integration with carriers in 180+ countries.

### With Very Special Guests



**Kevin McCorkle**  
Actor/Producer  
Free Lunch Productions

Kevin McCorkle has nearly 100 movie and TV credits to his name, working with some of the biggest names in entertainment. Kevin is also co-owner of a successful production studio, where transactions must be fast, flawless, and frictionless. He brings vast payment expertise to the Transact 16 stage, Hollywood-style!



**Daniel Csoka**  
Managing Director  
Mobile Money Matters

Daniel Csoka is a mobile payments strategist that created and brought to market award-winning payments systems and mobile technologies utilized by over 200M people worldwide. An often quoted industry expert, Daniel is Managing Director of a global FinTech media, analyst, and consulting firm.