

Paul Theobald



Representing Payment System Suppliers

Place of Birth: UK 25 Jan 1960

Education :

- BSC Engineering Science
- MSC Manufacturing Science

Experience:

2008 – Date

- Vice President MEI - EMEA Vending
- General Manager for European Vending Operations including
- Distribution /Sales /Marketing and Customer Service

2005 – 2008 Managing Director BCG UK

Turnaround Leadership of UK Based Kitchen and Bathroom Distribution Business as a division of Wolseley PLC

2003 – 2005 Global Marketing Director MEI

- Jointly based in Japan / US and EMEA, defining product strategy and service roadmap.
- Additionally responsible for the integration of Nippon Conlux.

2001 – 2005 European Operations Director MEI / Mars Drinks

Led the restructuring of European Operations to a Mexican Manufacture and European Distribution Model within MEI. Managed Mars Drinks Service and Field Support Team.

1999 – 2001 Sales Operations Director & Euro Project Leader MEI

Reorganised European sales and customer service to deliver customer solutions to the largest currency upgrade in history.

1990 - 1999 Various (Engineering /Manufacturing / Sales) MEI

1980 – 1990 Various Roles Rank Xerox

I have been involved in the European Automated Transaction industry for nearly 20 years with a specific involvement in Vending for a great deal of that time. By example, throughout the build up to the Euro introduction, I led the MEI activities to ensure that all of our customers Vending Machines in Europe could be upgraded successfully on E-day. This including working closely with Catherine, the EVA and the Payment System Manufacturers Team, driving coin design, quality and delivery issues on behalf of the industry.

More recently I have been outside the Vending for a few years which has given me some insight into the lessons to be learnt from other industries. Last year I was pleased to be able to return to Vending and to lead the MEI business through some difficult times. I have recently joined the AVA External Affairs team.

Motivation (to become an EC member):

If I am able to join the EVA Executive Committee I would like to be able to continue the focus on Operator led efficiency, Payment Systems Innovation and Design Standards that this role has contributed since its inception.

I would very much value the opportunity to represent the Payment System Suppliers as a whole , and to share my experience in this area for the benefit of the Industry. From an "Independent" supplier to the industry I believe I can represent the needs of all.