

Tom Booth

Managing Director of LOKE Digital | MD at Aston Club

At LOKE we are digital natives. We transform the way our clients engage with their customers and help them achieve a better return on their marketing investment. With years of experience in digital, our specialised team of marketers, developers, designers and analysts work together to create clear, effective and complete user-driven digital loyalty solutions.

Email: tb@loke.com.au

EXPERIENCE

LOKE Digital

Managing Director

OCTOBER 2012 - PRESENT (3 YEARS
8 MONTHS)

At LOKE we create branded mobile loyalty applications that combine mobile payments with interactive social content. Our solutions empower our clients to seamlessly reward their customers not only for what they spend but also for promoting their business to their friends. Our team also run Aston Club, Australia's leading mobile payments wallet.

Aston Club Pty Ltd

Managing Director

JUNE 2013 - PRESENT (3 YEARS)

Aston Club aims to become the industry standard in the mobile payment sector. Through a quick, simple, secure mobile application integrated into the merchant's Point Of Sale, customers of the merchant's can open, manage and settle their accounts via their mobile device. Aston Club is one of the largest providers of mobile payments in the Australian market.

LOKE Digital

Director of Operations

MARCH 2012 - OCTOBER 2012 (8
MONTHS)

Telefirm

Managing Director

FEBRUARY 2009 - FEBRUARY 2012
(3 YEARS 1 MONTH)

Telstra Shop Unley

Corporate Account Manager

AUGUST 2007 - JANUARY 2009 (1
YEAR 6 MONTHS)

Telstra Shop Unley

Sales Associate

APRIL 2006 - APRIL 2007 (1 YEAR
1 MONTH)

April 2006 - April 2007 (1 year 1 month)

EDUCATION

University of Adelaide

2003 - 2005

Prince Alfred College

1998 - 2002

SACE,

SKILLS

New Business Development, Business Strategy, Strategy Development, Sales Management, Marketing, Business Development, SaaS, Project Management, Operations Management, Management, Strategy, Team Management, Account Management, Social Media, Direct Marketing, Entrepreneurship, Procurement, Customer Service, Social Media Marketing, Small Business, Sales, Mobile Devices, B2B, Business Planning, Digital Marketing, E-commerce, Online Advertising, Marketing Strategy, Telecommunications, Event Management, Marketing Communications, Online Marketing, Start-ups, Integrated Marketing, Strategic Partnerships, Team Leadership, Email Marketing, Mobile Applications, Strategic Planning, Negotiation, Leadership, Advertising

RECOMMENDATIONS

Nicholas Birrell **Was Tom's Client**

Tom is by far the best, most personable Telstra dealer I have ever come across. As small business telco experts Telefirm handles ALL our telecommunications needs and best of all we have only one Account Manager that understands OUR business, not just theirs. No more spelling my name and giving my date of birth to random customer service reps. If you are with Telstra, go through Telefirm. If you are switching to Telstra, go through Telefirm. Keep up the good work guys!
