



## **Vesta e-payment solutions hires VP, International, Biz Dev**

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Global leader in electronic payment solutions Vesta Corporation announced the appointment of Marshall Behling as its new vice president for international business development, according to the [company](#).

Prior to joining Portland, Ore.-based Vesta, Behling served as VP of business development and account management at VeriSign, a major provider of Internet infrastructure services.

Behling joined VeriSign in 1995 and in the years that followed, also led business development strategies for initiatives including digital content, intellectual property licensing and international expansion, which perfectly poises him for his role at Vesta.

In this capacity, Behling will continue to develop and manage Vesta's strategic international partnerships.

Vesta has pioneered electronic payment solutions since 1995, and now has operations in Europe and China. Vesta has established long-term relationships with leading international wireless operators like AT&T, Boost Mobile, Sprint, T-Mobile, Verizon and Vodafone.

Marketing Director Joshua Rush told DailyVista that [Vesta](#) has multiple marketing initiatives in place that will support the company's international expansion efforts.

"Some of the activity is centralized, and some will be region-led. The things that'll fall more into Marshall's responsibility is building awareness and making connections with potential leads in new geographies," he said.

The main goal from a marketing perspective will be to primarily engage in trade show participation in these new geographies where Vesta is beginning to explore new opportunities. Trade shows will be important because the company can speak and discuss their case studies, and also generate new leads.

"Vesta originally started in the U.S. and we've had great success. Three years ago, we branched into Western Europe and had some good traction there – we have five major wireless operator clients there – so we'll continue our expansion in Western Europe and move into Eastern Europe and our biggest move will probably be into Mexico and South America," Rush said. "Then we're also looking at Southeast Asia – we have most of the wireless operators in China as current customers, so we're looking to expand that base, and India would be high on that list as well."

Rush said that while there are a few “peripheral targets” like companies in the financial services industry, Vesta predominantly reaches out to wireless operators. Though its marketing is mainly B-to-B, the product does end up reaching the individual consumer.

“With a pretty niche audience, the best thing way to do things is to take a very targeted approach,” he said. “There’s the wireless operators themselves, and as we get into new geographies it’s about understanding the landscape and how to build upon it, and an equal part is using some major players in the wireless industry like the technology companies that are already selling to hundreds of wireless operators throughout the world.”

Rush said that the best candidates for Vesta’s international partners would be major technology companies that are selling to wireless operators, whether that’s providing infrastructure, hardware and/or services to wireless operators. Vesta feels that there are a number of different areas where its solutions will complement these existing efforts.

Behling will be building strategic partnership partnerships with these types of entities that already have a stake in the new geographic areas that Vesta is penetrating.

Another part of Vesta’s outreach sometimes includes trade publication ads, though Rush concedes that this isn’t a big part of the company’s marketing mix. Rush added it’s something that the company will explore when its international expansion is in full-swing. Vesta will try to determine where each location’s decision-makers get their information, and as such, the company has done white papers, case studies and is also a member of relevant associates.

Social media will also play a part in Vesta’s strategy from a B-to-B and a B-to-C perspective. Our source said that even though Vesta’s target market are solely corporations, these wireless operators are selling their services directly to consumers, so Vesta will be looking to develop Facebook pages for their clientele, where members can download ring tones and air time credits between their friend networks.

“For Vesta we’re hoping to extend our expertise to show our insight in the wireless industry, especially when it comes to payment, so we do a Twitter feed with new consumer research... and this plays more into the networking and lead generation, but we’ll tap into sites like LinkedIn, just make contact and be part of the discussion that goes on around our industry,” Rush said.

From a consumer perspective, one thing that Vesta does is implement tactics to better understand the consumer need for its service and to better understand the overall market. Rush said that Vesta does a fair amount of consumer research in an effort to analyze the wireless scope and its consumers to better craft its pitch to wireless operators.

Our source said that PR is the only service that Vesta currently outsources to an external agency.