

me & my mobile

in association with

BARCLAY COMMUNICATIONS

The Cellular Consultancy Company



Mike Todd

General Manager of Down Royal racecourse

Profile / Background?

General Manager of Down Royal racecourse for the past 10 years

What type of handset do you use?

Sony Ericsson K 750 i.

What do you mainly use your mobile for?

85% calls, 10% texts and 5% camera. The camera on my phone is my new 'toy', if I see something that impresses me I take a photo and load it onto my PC so when I'm describing the latest innovation to the team at Down Royal - I can show them a pic.

How crucial is it for your business?

My job could never be described as 9 to 5... I am contactable 7.30 am to 10pm and without doubt my accessibility has helped develop the business.

What technological advances in the mobile market would make your job easier?

A telepathic phone would be good - I can still get lost in the menu.

What is your most embarrassing moment with your mobile?

I am fairly disciplined with my mobile - its always switched off for funerals and meetings.

Has it ever got you out of a tight spot?

Regularly - when issues arise I can contact the relevant person because 9 times out of 10 their number is one of the 300 plus numbers I have on my phone.

What is the most famous name on your mobile?

My contacts list is like a who's who of the horse racing world plus a number of celebs and models - but it would be inappropriate to name any!