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## **MobCon Experts Present at Numerous National Conferences in 2013** *Leading Mobile Technologists Sought After to Speak Nationally*

**MINNEAPOLIS, MN.** MAY 15, 2013— MobCon 2013 (<http://mobcon.com>), the premier mobile conference in Minneapolis on November 7-8, 2013, announced that MobCon 2012 experts Björn Stansvik, founder and CEO of MentorMate, and Stephen Fluin, Chief Strategy and Innovation Officer of Mentor Mate, presented at mobile technology conferences in early 2013.

Stansvik presented at Mobile March 2013. His presentation broke down the process and considerations for evaluation and improvement of foundational capabilities as well as a systematic development and monitoring of mobile business opportunities and tied it together as inputs into a comprehensive roadmap.

Fluin presented at the Midwest Mobile Summit 2013. His presentation on Strategy: Cross Platform, Product Development and Startups, reviewed what companies need to consider when launching their first mobile app, such as their target audience, whether to use a platform for iPhone, Android or BlackBerry, and how to apply the technology to make it all happen.

Both Stansvik and Fluin are scheduled presenters at the upcoming MobCon 2013, which will include 40 innovative sessions on leveraging the powerful capabilities of mobile technology, marketing and business strategy. Tickets can be purchased at <http://mobcon.eventbrite.com>.

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**About MobCon 2013:** MobCon 2013 is the annual two-day premier mobile conference for executive, IT and mobile strategy business professionals to learn and share ideas on how organizations are using mobile to reach customers and get ahead of their competition. Learn more at <http://mobcon.com>.