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VP of Google Confirmed as Keynote Speaker for MobCon 2013

Carl Schachter to Present Google's Take on the Mobile Cloud

MINNEAPOLIS, MN. AUGUST 20, 2013— MobCon 2013 (<http://mobcon.com>), the premier mobile conference in Minneapolis on November 7-8, 2013, announced today that Carl Schachter, Vice President of the Americas for Google, is confirmed as one of four keynote speakers at the conference. Schachter will present the topic: “Anywhere and Everywhere: Google’s Take on the Mobile Cloud.”

Google, which provides cloud computing tools for businesses that save money and help organizations be more productive, is poised to affect change in the marketplace. Schachter’s presentation at MobCon 2013 will cover Google in the cloud, big data, enterprise and integrated mobile ROI, the convergence of social and mobile, and driving customer acquisition. Schachter will also discuss opportunities for mobility in the enterprise, industry changes and how technologies are helping businesses to keep pace.

MobCon 2013 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>.

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>.