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MOBICON BRINGS TOGETHER TOP BRANDS AND INNOVATORS THIS NOV & JAN

MINNEAPOLIS, MN. Oct. 5, 2015— MobCon (mobcon.com/us) is Minneapolis' largest tech conference expected to draw over 500 to the land of 10,000 lakes. The two-day knowledge share and networking event brings industry influencers together to explore how mobile and digital transform business outcomes and deliver results.

This year's full keynote lineup includes:

- Heather Kennedy, Director, Customer Success, Fitbit Wellness
- Matt Asay, Vice President, Mobile, Adobe
- Susan Panico, Vice President, Sales Marketing, Pandora
- Andrea Walsh, Executive Vice President & Chief Marketing Officer, HealthPartners
- Melissa Pint, Director, Technology Services, Target
- Vijay Narayanan, Partner Director, Software Engineering, Algorithms & Data Science, Microsoft

Our keynote speakers will be joined by a roster of future-first tech brands discussing mobile disruption, content creation, IoT and future tech trends. Select featured speakers include:

- Hannah Meium, Director, Branded Content, Mashable
- Phil Wilson, General Manager, BuzzFeed Minneapolis
- Brad Spsychalski, Creative Strategist, Pinterest
- Luke Summerfield, Project Manager, Hubspot
- Greg Murphy, Product Manager, Mobile, Salesforce
- Jeremy Siewert, Mobile Strategy and Business Development Worldwide Leader, IBM
- Stephen Fluin, Developer Advocate, Trello
- Patrick Foster, Digital Project Director, USA TODAY
- Rob O'Farrell, Mobile Business Development Lead, Oracle
- Shaan Puri, CEO, Blab

About MobCon US The Minneapolis-based tech event offers a deep dive into the trends and technologies revolutionizing engagement in today's business landscape. The two-day conference brings together as many as 500 mobile strategists, C-suite executives, Fortune 500 companies, business professionals and entrepreneurs. Programming features 6 national keynotes, networking opportunities and 30+ educational sessions in four tracks. With the start-up market ever critical to continued industry growth, MobDemo gives selected entrants the stage to pitch their ideas before an audience of strategists and mobile innovators. Five contestants will vie for more than \$50,000 in cash, development prizes and legal services credits. (<http://www.mobcon.com>)