

Media Alert — June 18, 2014

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MobCon 2014 Where Mobile Minds Connect

MobCon 2014, a fast growing mobile strategy event in Minneapolis on November 13-14 at the Hyatt Regency, expects upwards of 700 executive level attendees with decision making authority at this event. This conference was created to serve executive business and mobile professionals in the corporate, mid-sized businesses and start-up organizations. Mobile thought leaders from around the country will convene and discuss the overriding theme of this conference in how mobile is transforming business. MobCon will include keynote sessions, break-out sessions with four mobile tracks to select from including: Innovative Strategy, Integrated Marketing, Advanced Technologies, and Highlighted Successes. A mobile application contest, MobDemo with \$50,000 awarded in prizes, exhibitor hall, gourmet meals and snacks, and a networking reception are additional highlights of MobCon.

Media Announcement: Just Announced - Target Corporation Keynoting at MobCon 2014!

Learn why Target was named 2013 Mobile Retailer of the Year, the highest accolade in mobile commerce and retail for their unique approach in understanding how customers shop by Target's Executive VP & CIO, Bob DeRodes. His areas of responsibility include oversight of the technology team and operations, with responsibility for the ongoing data security enhancement efforts as well as the development of Target's long-term information technology roadmap.

Bob has significant experience leading information technology and business operations with an emphasis on transformational change, innovation, and execution inside large corporations including leadership roles at DeRodes Enterprises, First Data, The Home Depot, Delta Airlines, Citibank N.Y. Global Card Products, American Airlines, The Sabre Group and United States Automobile Association (USAA).

Bob received his bachelors of science degree in business administration from St. Louis University and a masters of business administration degree from the University of Texas in Austin. Bob serves on the NCR Board of Directors (NCR: NYSE), and is a member of the Advisory Board for SecureBuy Commerce. He previously served as board members of Veracode, a private company offering global software security services to major corporations; Delta Community Credit Union, WorldSpan/Travelport, and American Airlines Credit Union. In addition, he was a board advisor to Integrity Global Security, a subsidiary of Green Hill Software, Inc., and Sentinel Cloud Services. Bob has been a senior advisor to the Center for CIO Leadership, the Department of Homeland Security, the Secretary of Defense, and the Department of Justice. He also serves as adjunct faculty member at Deloitte University.

Venue and Dates: November 13-14 at the Hyatt Regency Hotel, Minneapolis MN

Bonus: Complimentary breakfast, lunch, and snacks served both days and networking reception

Register: Online at www.MobCon.com today to receive \$100 off registration with the early bird discount.