

Media Alert — September 4, 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 - Jinget COO, Kate Bolseth to Present Keynote Address at MobCon 2014!

Conference attendees will learn how to avoid the creepy zone. Companies must distinguish between information gathering to provide a great personalized experience and being just plain creepy. Gain insight on where privacy is going in the future and how it intersects with mobility. Learn steps you can take today to protect your brand and your users and avoid the pitfalls of relying on lagging regulatory requirements.

Kate Bolseth is an innovative technology executive and Chief Operating Officer known for transforming businesses. She is focused on building and growing companies through a combination of organic growth and mergers and acquisitions. Bolseth has a successful track record leading global operations across Professional Services, Customer Support, Maintenance, Logistics, Product Strategy and Development. In her role with Amcom/USA Mobility she oversaw Amcom's product vision and execution along with customer experience from time of sale through ongoing support and increased profitability and enhanced operational effectiveness. Prior to joining Amcom Software, she served as Executive Vice President, Engineering and Product Development at Wireless Ronin. In this role, Bolseth championed the company's product and technology vision, substantially improved time to market for product solutions by introducing Agile development methods, and led the network operations center's expansion. Previously, Bolseth held several management positions within strategy and development at Highjump Software. She holds a Bachelor of Science in Quantitative Methods and Computer Science from the University of St. Thomas. Kate is founding member of the board of directors for Process Pro an ERP software provider. She is a sought after speaker and mentor for her expertise in global technology innovation and leadership.

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.