

Media Alert — August 23, 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 - LinkedIn Corporation Presents Closing Day One Keynote Address at MobCon 2014!

Hear from Tomer Cohen, who leads the team responsible for LinkedIn's flagship mobile products across all Phone and Tablet platforms. More than 45 percent of LinkedIn's 313 million members arrive via mobile. Known for an ala carte menu of career-oriented apps, LinkedIn is focused on delivering a seamless experience across all platforms. Explore what is behind LinkedIn's mobile revolution and learn how to make your company more mobile-centric. Take a glimpse at LinkedIn's future mobile strategy as the world's largest professional networking site.

Mobile is LinkedIn's fastest growing consumer product accounting for 45% of unique visiting members across iPhone, Android, Mobile Web, and other platforms. The team is responsible for mobilizing LinkedIn's product offering, including Growth, Identity, Search, Content, Updates, International, User Acquisition and Retention. Tomer also leads mobile monetization efforts across LinkedIn's three business lines: Talent Solutions, Marketing Solutions, and Premium Subscriptions.

Prior to LinkedIn, Tomer worked as an entrepreneur with Greylock Partners, founded a company in the personal CRM space, and developed products in Voice and Video over IP, as well as, Wireless Communications. Tomer holds an MBA from Stanford Business School and a BSc in Communication System Engineering from Ben-Gurion University in Israel.

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.