



Sirqul Appoints Mobile Veteran Viki Zabala as Chief Marketing Officer

Mobile Thought Leader and Former Fiksu Executive Joins as Global IoT Adoption Soars

SEATTLE, WASHINGTON, UNITED STATES, September 7, 2016 /EINPresswire.com/ -- [Sirqul](http://www.sirqul.com), Inc., a leading platform in rapid application development for Internet of Things (IoT) solutions, today announced the appointment of Viki Zabala as Chief Marketing Officer (CMO).

As a change agent for mobile transformation, go-to-market strategy, demand generation, and digital, Zabala will lead global marketing efforts and drive awareness of Sirqul's transformative offerings.

Zabala joined Sirqul in 2013 as an Advisor and acted as interim Vice President of Marketing this year. An evangelist on mobile innovation and business trends, she is a sought-after industry speaker and published author on subjects ranging from business transformation and mobile applications to gamification, engagement, and technology.

"The Sirqul platform empowers people to easily imagine and deliver any IoT vision," said Robert Frederick, CEO of Sirqul. "Viki will help us demonstrate how business, communication, and lives can be transformed through connected experiences in intelligent and engaging ways."

Recognized as one of "Mobile Marketer's Women to Watch", she previously served as Vice President of Marketing at Fiksu where she led the worldwide marketing and inside sales teams for Fiksu and FreeMyApps, generating over \$100 million in two years. Before Fiksu, Zabala held various leadership positions including VP of Marketing for JAZD Markets, Director of Online Marketing at Ipswitch Technologies, Worldwide Sr. Program Manager of Advanced Post Productions and Worldwide Online Sr. Marketing Analyst at Avid Technology, and Product and Marketing Communications Manager at Biscom. Zabala, her husband and five children live in greater Boston.

Sirqul raised \$9M and closed its Series A earlier this year from corporate investors Compal Electronics and Beijing Miteno, as well as from strategic Angel Investors and former execs from Amazon, Microsoft, Intellectual Ventures, Facebook, and Zynga.

About Sirqul

Sirqul™ (<http://www.sirqul.com>) provides an Engagement-as-a-Service (EaaS) IoT Platform to drive operational efficiency, rapid innovation, and create new revenue streams. Headquartered in Seattle, WA, Sirqul is led by Robert Frederick, the original technical founder of Amazon's first forays into Secure Mobile Commerce (Amazon Anywhere) and Amazon Web Services (AWS). At the foundation of Sirqul's platform are 67 APIs and starter kit templates for rapidly creating IoT solutions with a building block approach. From the smallest development teams to the Fortune 100, innovative organizations use Sirqul to reduce the time from IoT inspiration – to reality.

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