

IHeartMedia, Bacardi, Home Depot Join Roster for MMA SM2 Innovation Summit

Senior marketers from global brands to drive the marketing transformation conversation at executive event September 26-27 in New York City

NEW YORK, NY, USA, September 23, 2016 /EINPresswire.com/ -- The Mobile Marketing Association (MMA) today announces the addition of several senior executives who will be joining the program of the annual SM2 Innovation Summit. In addition to previously-announced speakers such as AOL CEO Tim Armstrong, General Motors CMO Timothy J. Mahoney, TD Ameritrade CMO Denise Karkos and Chatbox President Phil Gordon are:

- Bob Pittman, Chairman and CEO, iHeart Media
- Liz Walaszczyk, Global Head of Music, Bacardi
- Daniel Chu, Global CCO, Possible
- Yvette Davis, Digital and Multicultural Leader, The Home Depot
- David-Michel Davies, CEO, Webby Media Group
- Rob Griffin, CIO, Almighty

“

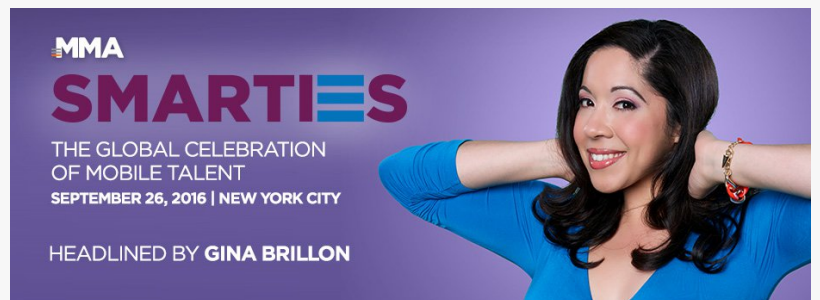
The time is now for marketers to become great at mobile and disrupt their current models or risk being disrupted.

Sheryl Daija

SM2, which takes place September 26-27 at Pier 60 in New York City, brings together leaders from throughout the mobile marketing ecosystem for high-level conversation on the evolution of the industry. Key topics will include emerging technologies driving innovation in marketing creative, the transformative effect of mobile across industries and the heightening bar for consumer experiences and engagement.

In addition to the summit's educational sessions is the annual Smarties Awards gala, a showcase for the the year's most inspiring, creative and effective mobile marketing campaigns. The ceremony on September 26th at Pier Sixty in New York City will be hosted by actor, comedian and writer Gina Brillon.

“Never before have marketers had the opportunity to make such meaningful connections with consumers the way they can with mobile,” Sheryl Daija, Chief Strategy Officer, MMA. “We look



forward to hosting some of the industry's brightest stars and leading the conversation about why the time is now for marketers to become great at mobile and disrupt their current models or risk being disrupted."

MMA members and non-members are welcome to register for MMA SM2 Innovation Summit at <http://www.mmaglobal.com/sm22016/register> (special rates available for members). Tickets for the Smarties gala can be purchased at <http://www.mmaglobal.com/smarties2016>. Those unable to attend are invited to follow [@mmaglobal](https://twitter.com/mmaglobal) and join the conversation on Twitter.

About the [Mobile Marketing Association \(MMA\)](#)

The MMA is the world's leading global non-profit trade mobile marketing association comprised of more than 800 member companies, from nearly fifty countries around the world. Our members hail from every faction of the mobile marketing ecosystem, including brand marketers, agencies, mobile technology platforms, media companies, operators and others. The MMA's mission is to accelerate the transformation and innovation of marketing through mobile, driving business growth with closer and stronger consumer engagement. Anchoring the MMA's mission are four core pillars; to cultivate inspiration by driving innovation for the Chief Marketing Officer; to build the mobile marketing capabilities for marketing organizations through fostering know-how and confidence; to champion the effectiveness and impact of mobile through research providing tangible ROI measurement; and to advocate for mobile marketers. Additionally, MMA industry-wide committees work collaboratively to develop and advocate global best practices and lead standards development.

Members include: 1-800-Flowers.com, Allstate, American Express, Bank Of America, Campbell's, Chase, Chobani, Choice Hotels, Citi, Colgate-Palmolive, DataXu, Dunkin' Brands, E*TRADE, Electronic Arts, ESPN, Facebook, Ford, Foursquare, Google, Havas, Hilton, iHeartMedia, InMobi, Johnson & Johnson, Krux, Marriott, MasterCard, McDonald's, Mondelez, Nestle, OpenMarket, Pandora, Pfizer, Pinterest, PlacelQ, Procter & Gamble, R/GA, RadiumOne, Razorfish, Samsung, SAP, Sears, Spotify, Starcom, The Coca-Cola Company, The Rubicon Project, The Weather Company, T-Mobile, TUNE, Ubimo, Unilever, Verve, VEVO, Vibes, Visa, Walmart, Wendy's, xAd , Zurich and many more. The MMA's global headquarters are located in New York with regional operations Asia Pacific (APAC), Europe/Middle East/Africa (EMEA) and Latin America (LATAM). For more information about the MMA please visit <http://www.mmaglobal.com>.

Sherry Smith
Clarity PR for Mobile Marketing Association
917-545-6493
email us here

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2016 IPD Group, Inc. All Right Reserved.