

Consumer Marketing Guru Joins kaZING Board of Advisors

Steve Jackson, a renowned consumer marketing expert, joins the on-demand platform's panel of recognized experts

PETERBOROUGH, NH, UNITED STATES, November 2, 2017 /EINPresswire.com/ -- [kaZING Inc.](#), a technology company and marketplace focused on connecting users with on-demand help, announced the addition of Steve Jackson to its Board of Advisors.

Steve Jackson has been a leader in the marketing & advertising industry for the past 30 years. For over 20 years he managed the Anheuser-Busch account at DDB Worldwide, one of the largest and most respected ad agencies in the world. He managed the account globally. His team's advertising campaigns for Budweiser & Bud Light won every major industry award including Cannes Gold Lions, Effies, Clios and Emmys.



The campaigns became cultural icons. From Spuds MacKenzie, "Gimme A Light", "Yes, I am.", "I Love you man.", and "Whassup?!" to Frogs, Ants and Clydesdales. He has produced memorable work that has made Bud Light the #1 beer in the U.S. and Anheuser-Busch a leader in the beer industry.

His team's work was showcased every Super Bowl Sunday and consistently won USA Today's Super Bowl AdMeter and numerous other consumer polls. His campaigns were some of the first to see viral success online.

"I'm excited to be part of such a potentially explosive company, and see tremendous opportunity for kaZING, not just as a consumer play, but also as a resource for businesses in need of last minute independent contractor help" Mr. Jackson said, "And I see this as a global opportunity - individuals and businesses need help everywhere," Jackson added.

Amy E. Garland, who heads up kaZING's marketing, commented "Mr. Jackson's expertise in advertising and his lifetime of experience in management and creative development will be an asset to the kaZING team and will help guide and develop the company moving forward".

Currently, Steve is the CEO, Managing Director of the soon-to-be-built Park Theatre performing arts center in Jaffrey, NH.

About kaZING:

kaZING is a one-stop app solution for getting things done. It's a locally based marketplace connecting customers who need help getting a job or task done with providers who have the required skills. The marketplace is popular for technical support, handyman services, cleaning, tutoring, and moving. The integration of mutual ratings, reviews, cashless payments, and profiles allows users to hire accountable, reliable, providers. Simultaneously, users who offer services can find jobs that match their skills, set their own rates, and add flexibility to their work. kaZING is revolutionizing the way people find help, making it simple, transparent, and seamless.

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