

# PROMO

*Dec 12, 2007 6:01 AM, PROMO Xtra*

## HipCricket Hires VP Brand Solutions

Mobile marketing company HipCricket Inc. has hired Steven Siegel as vice president of brand solutions.

Most recently, Siegel was vice president of mobile marketing and solutions at Enpocket (now Nokia Ad Solutions).

Siegel has developed mobile marketing programs for brands and agencies such as Dunkin' Donuts, The History Channel, McDonalds, Snapple, Verizon Wireless, Viacom, Mediacom and Ogilvy.



**hipcricket®**