

## **HipCricket Hires Dennis McCormick as VP/Sales & CD**

HipCricket, a mobile marketing company, appoints Dennis McCormick as VP/Sales & Client Development. With nearly three decades in broadcast sales, McCormick previously served as General Sales Manager for Entercom's KIRO-AM/Seattle. Before that, he was GSM with CW affiliate KSTW-TV in Seattle, as well as KCPQ-TV (Fox) and NBC Affiliate KING-TV.

"Broadcast leaders, brand managers and agencies are increasingly looking for innovative ways to grow revenue while increasing listenership, viewership, engagement and loyalty," commented McCormick. "Integrating mobile into campaigns is a surefire way to achieve these desired results – and quickly. HipCricket is a leader in the industry, having implemented more than 17,000 mobile campaigns."

President/COO Eric Harber added, "With extensive experience and proven success in broadcast as well as with brands, Dennis' expertise and proven track record in terms of sales and revenue growth is an invaluable asset."

Most recently, McCormick served as Director/Business Development & Client Services as a partner with Seattle marketing firm Stanton & Everybody. (07-01-08)