McCormick Joins HipCricket as VP

KIRKLAND, WA -- July 1, 2008: Dennis McCormick has joined mobile marketing company HipCricket as VP/Sales & Client Development. He'll be leading the broadcast, brand, and client development teams.

McCormick is a Seattle broadcast veteran who's served as GSM of Entercom's News KIRO and of CW affiliate KSTW-TV. He was most recently Director/Business Development & Client Services for Seattle marketing firm Stanton & Everybody.

"HipCricket has developed a reputation for accelerating revenue and creating loyalty for brand leaders, agencies, and broadcast entities," said HipCricket President/COO Eric Harber. "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."