

HipCricket Taps Jones as GM of Hispanic Mobile Net

HipCricket appoints David Jones as General Manager of its Hispanic Mobile Marketing Network. The network currently reaches 14 of the top 15 Hispanic markets and more than nine million mobile listeners and viewers. Jones' appointment follows the mobile marketing firm's recently announced deal with Spanish Broadcasting System (SBS).

Jones comes to HipCricket from CDK Media, a full-service multi-media company serving the U.S. Hispanic community, where he was co-founder/CEO. Prior to entering media, he worked in the IT industry in the U.S. and in Europe, serving as U.S. Director of Sales for the web hosting Navisite. Before Navisite, Jones was the European sales director for the U.S. CAD/CAM software company Parametric Technology Corporation. (09-03-08)