

Hipcricket Adds 30-Year Veteran McCarthy

Hipcricket, a mobile marketing company, appoints 30-year broadcast vet Kevin McCarthy to lead the company's broadcast sales efforts as Senior Director of Broadcast Sales. McCarthy has worked for ABC Radio, Clear Channel, Entercom and Jacor, among others, as a National Sales Manager, General Sales Manager, General Manager and Market Manager.

"Kevin has been one of broadcasting's stars for many years," said Hipcricket CEO Ivan Braiker. "He shares our vision of working with broadcasting's trailblazers to reinvent radio and provide new revenue and customer loyalty solutions for both radio and television stations. We're thrilled to add Kevin to our unparalleled team."

"I am delighted to be involved with the very bright, very passionate team at Hipcricket," McCarthy added. "Being keenly aware of the challenges facing today's radio and television broadcasters, it is a pleasure to be able to offer relief with something that is elegant in its simplicity and delivers the ever elusive win, win, win for stations, their advertisers and their audience."

McCarthy's broadcast career has taken him to Los Angeles, Houston, Seattle, Minneapolis and San Diego. His experiences range from the launches of startup stations KQQL and WBOB in Minneapolis, to leading KOGO in San Diego.