

QuickMobile Appoints Craig Hughes to Vice President, Business Development to Expand its Technology Partnerships

VANCOUVER, B.C. – January 20, 2016 — QuickMobile, the global leader in enterprise mobile meeting and event apps, today announced it has appointed QuickMobile’s VP, Delivery, Craig Hughes, to the newly-created position of VP, Business Development. Hughes, who held client services and global delivery roles at the company, is chartered to help technology partners extend the value of their solutions and deepen the value of meetings and events.

“Craig is the perfect executive for this newly created role at QuickMobile. Broadening our deep technology relationships, with key strategic partners, is a key business objective for us moving forward,” said David Smith, CEO of QuickMobile. “With deep market knowledge and influence, we’re confident Craig’s business development focus will bring greater value to our customer and partner communities and strengthen the growing trend for richer mobile event apps in the enterprise.”

"It's a perfect storm," said Hughes. "As the demand for mobile event apps and the expectations on performance continue to soar in the enterprise, QuickMobile provides the industry's only enterprise-grade platform that can deliver a complete, integrated, standards-based suite of capabilities. Our technology advantages enable us to drive greater business value for meetings and events of all sizes in every industry all over the world."

A self-confessed start-up addict, Hughes came to QuickMobile in 2010 with over a decade of leadership experience at software and technology companies. Prior to QuickMobile, he helped pioneer new startup firms in the mobile arena, including Mobile Operandi, a mobile consumer social networking service, EQO Communications, a mobile VoIP and messaging provider, and Altus Solutions, a network performance and traffic management solution. Hughes has also held senior positions with Telus and Siemens in Canada, UK, and Germany.

QuickMobile pioneered the enterprise mobile meeting app in 2008, and its cloud-based platform takes advantage of the experience gained from its broad customer base, including half of the Fortune 100. QuickMobile enables companies to respond to the rapidly growing demand for mobile capabilities for all their internal and external meetings and events, offering configurability, flexibility, scalability and security along with tight enterprise application integration. Hughes will play a central

role in catalyzing this foundation by exploring deeper partnerships that extend the capabilities of its industry-leading mobile event platform.

About QuickMobile

QuickMobile deepens the value of meetings and events with mobile apps that engage and delight audiences. QuickMobile's enterprise [mobile app and analytics platform](#) creates an always-on communication channel that allows event owners to increase attendee participation, build loyalty and generate revenue through richer experiences. By fully leveraging the capabilities of QuickMobile's mobile and social solutions, customers can extend events into yearlong conversations and build lasting relationships with their audiences. QuickMobile's head office is located in Vancouver, Canada. For more information, visit www.quickmobile.com. Follow QuickMobile on Twitter [@quickmobile](#).

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