

## Mojiva Inc joins the MMA as a Global Premium Member

NEW YORK, US / SINGAPORE / LONDON, UK / SÃO PAULO, BRAZIL: The [Mobile Marketing Association \(MMA\)](#) has announced that ([Mojiva Inc](#)), parent company to [Mojiva](#), the leading mobile ad network, and [Mocean Mobile](#), the mobile ad serving standard, has joined the MMA as Global Premium Member.



Core to its membership, the leading mobile ad server, Mocean Mobile, will collaborate with the MMA to develop a mobile sales training program for publishers, which will be delivered cooperatively by mobile advertising veteran and general manager for Mojiva Inc North America, Tony Nethercutt and the MMA. This program will highlight the important aspects of selling mobile marketing, as well as how to effectively integrate it into an advertiser's media budget.

### An exciting prospect

"We are thrilled to welcome Mojiva Inc as a Global Premium Member of the MMA," said Greg Stuart, MMA Global CEO. "Educating the media companies on how best to sell mobile marketing is pivotal to the future success of our industry. We are excited to be collaborating with the talent and extensive experience that Mojiva Inc brings to the table to lead these efforts."

"Our team holds a wealth of knowledge that we are excited to share with the MMA's members and the industry overall," added David Gwozdz, CEO of Mojiva Inc

Mojiva will also be participating as a presenting sponsor at the MMA Mobile CEO & CMO Summit held in the Dominican Republic on July 24-26, 2011, as well as in July, 2012. As part of this sponsorship, Mojiva will lead a 50-minute panel on how to integrate cutting-edge creative executions into mobile marketing campaigns, a mission unique to Mojiva's Mobile Creative Alliance ([www.mojivamca.com](http://www.mojivamca.com)). Mojiva's Mobile Creative Alliance is the only industry group of top-tier rich media partners that showcases the creative possibilities of mobile rich media.

### Invite-only "Innovator Roundtable" dinner functions

In addition, Mocean Mobile will host a series of invite-only "Innovator Roundtable" dinner functions throughout the coming months, where 30 industry leaders and visionaries will discuss and debate hot topics in mobile marketing.

This membership with the MMA reflects Mojiva Inc's commitment to leading the mobile advertising industry forward. To that end, [Mojiva Inc's CEO, David Gwozdz](#), will serve on the [MMA Global Board of Directors](#), and Tony Nethercutt will also hold a board seat on the [MMA North American Regional Executive Committee](#)

Launched in November 2009, MMA's Premium Membership is the highest-tier membership for companies wishing to establish an advanced global leadership position across the Mobile Marketing industry. MMA

Premium Members currently include Alcatel-Lucent, Microsoft Advertising, The Coca-Cola Company and The Tribune Company. Premium Membership brings together "market-making" companies with the scale, scope, commitment and resources to affect genuine change benefiting the worldwide mobile marketing industry. These companies provide leadership by accelerating innovation, removing critical industry barriers and expanding industry awareness in regards to the benefits of mobile marketing. Premium Members commit themselves to a long-term concerted and collaborative effort through the MMA to help build the industry.

## **About Mojiva**

[Mojiva](#) is the mobile ad network that reaches more than 100 million users in the US, over 470 million unique users globally and represents 3000 mobile publishers and apps. Through deep and open integration with major rich media providers and ad servers, Mojiva can provide ad agencies with every imaginable mobile creative execution across mobile web sites, apps and devices. Founded in May 2008 and based in New York City, Mojiva is led by a team of advertising and media veterans from Google, DoubleClick, Yahoo and AdMob, with more than 100 years of collective experience in online and mobile advertising and technology. Mojiva is an independent ad network operating under parent company Mojiva Inc, which has a total of US\$ million venture funding from Pelion Partners and [Bertelsmann Digital Media Investments](#).

## **About Mocean Mobile**

[Mocean Mobile](#) created one of the first mobile technology platforms that streamlines publishers', developers' and app stores' mobile revenue opportunities by giving them the ability to serve display ads to all mobile devices including smart phones, tablets and netbooks. Mocean Mobile integrates with the top rich media companies to ensure that publishers have capabilities to run the most engaging and comprehensive creative ad units on their mobile sites.

By integrating with the majority of 3rd party networks and agency side ad servers like DART and Atlas, Mocean Mobile combines state of the art direct sales campaign management with ad network mediation for the mobile world. Created in 2009, Mocean Mobile is led by a team of advertising and media veterans from Google, DoubleClick, Yahoo, Nokia and AdMob, with more than 100 years of collective experience in online and mobile advertising and technology. It operates under parent company Mojiva Inc, which has a total of US\$10 million venture funding from Pelion VP and Bertelsmann Digital Media Investments.

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