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## **SITO Institute Partners With The Mobile Marketing Association To Host Brand Marketer Roundtable Event In Chicago**

JERSEY CITY, N.J., March 12, 2019 (GLOBE NEWSWIRE) -- The [SITO Institute of Consumer Behavior and Location Sciences](#), the research and education arm of SITO Mobile, Ltd., will partner with the Mobile Marketing Association (MMA) to host a series of invitation-only roundtable discussions entitled, *Building Brands and Businesses: Marketing in an Age of Disruption*. The first event in the series will take place at the Florentine in Chicago on March 28, 2019, at 8:30 AM CDT.

At this breakfast briefing, Bruce H. Rogers, Founding Managing Director of The SITO Institute for Consumer Behavior and Location Sciences, will facilitate conversations with some of today's most influential marketing leaders. Speakers include Brett O'Brien, GM at Gatorade, who will share how this iconic brand remains relevant to a new generation of consumers, as well as Robert Tas, Partner at McKinsey & Company, who will discuss how to drive growth through digital advantage. Attendees will also hear from Rishad Tobaccowala, Chief Growth Officer and Member of the Management Board at Publicis Groupe, who will examine why marketers must optimize for the customer.

"The holy grail for marketers is a one-to-one, relevant relationship with their customers. With more and more technology and platforms coming to market, brands understand the need to navigate the complex convergence of marketing, technology and management, but don't always know the best way forward," said Bruce H. Rogers, Founding Managing Director, SITO Mobile. "I'm looking forward to having candid conversations and debates with world-leading marketers on how to best balance marketing technology optimization with customer focus."

For more information on this event, please contact Sara Gawish at [sara.gawish@mmaglobal.com](mailto:sara.gawish@mmaglobal.com)

### **About the SITO Institute for Consumer Behavior and Location Sciences**

The SITO Institute for Consumer Behavior and Location Sciences is the education and research arm of SITO Mobile, a leading consumer behavior intelligence and marketing optimization platform and services firm. Founded by Bruce H. Rogers, former Chief Insights Officer of Forbes and founder of Forbes Insights and the Forbes CMO Practice, the Institute is devoted to helping its members understand, manage and develop best-practices to leverage the power of real-time location data to better engage and influence consumer behavior in an age of the real-time consumer economy.

### **About SITO Mobile, Ltd.**

SITO is a leading mobile data technology company that provides brands customized, data-driven solutions spanning strategic insights and media campaign delivery services. Through Consumer Behavior and Location Sciences™, SITO explores the consumer journey and presents powerful strategic knowledge assets and actionable insights for executives and strategic decision makers looking to understand and influence consumer behaviors.

Brands and agencies rely on SITO as a strategic partner for real-time understandings of customer movements, interests, actions, associations, and experiences, ultimately providing increased clarity for better business decisions. The Company is headquartered in Jersey City, New Jersey and its common stock is publicly traded on the NASDAQ Stock Market under the ticker symbol "SITO." For more information regarding SITO's science, technology and solutions spanning media and research, please visit [www.sitomobile.com](http://www.sitomobile.com).

### **About the MMA**

Comprised of over 800-member companies globally and 14 regional offices, the MMA is the only marketing trade association that brings together the full ecosystem of marketers, tech providers and sellers working collaboratively to architect the future of marketing, while relentlessly delivering growth today. Anchoring the MMA's mission are four core pillars; to cultivate inspiration by driving innovation for the Chief Marketing Officer; to build the mobile marketing capabilities for marketing organizations through fostering know-how and confidence; to champion the effectiveness and impact of mobile through research providing tangible ROI measurement; and to advocate for mobile marketers.

Members include: 1-800-Flowers.com, Adobe, Ahold Delhaize, Allstate, Ally Financial, American Eagle, American Express, AT&T, Bank of America, Calvin Klein, Campbell's, Carbon, JPMorgan Chase, Chipotle Mexican Grill, Chobani, Choice Hotels, Citi, Clear Channel Outdoor, Colgate Palmolive, Cuebiq, CVS Health, Dunkin' Brands, eBay, E\*TRADE, Electronic Arts, ESPN, Estee Lauder, Facebook, Ford, Foursquare, General Motors Company, Google, Hilton Worldwide, IBM Watson, Jumpshot, Kellogg Company, LinkedIn, L'Oreal, Marriott International, Match Group, Mastercard, McDonald's, MillerCoors, Monster, NBCU, OpenMarket, OpenX, Pandora, Pfizer, Pinterest, PlaceIQ, Procter & Gamble, RetailMeNot, Salesforce, Samsung, Shire, SITO Mobile, Snap Inc., SUBWAY, Target Inc., The Coca-Cola Company, T-Mobile, Turner Broadcasting, Twitter, Uber, Unilever, Verizon Media Group, Verizon Connect, Vibes, Walmart, Waze, Yieldmo, Zurich and many more. The MMA's global headquarters are located in New York with regional operations Asia Pacific (APAC), Europe/Middle East/Africa (EMEA) and Latin America (LATAM). For more information about the MMA please visit [www.mmaglobal.com](http://www.mmaglobal.com).

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