

July 10, 2017



## **Mobivity Expands Leadership With Proven Sales & Marketing Executives**

PHOENIX, July 10, 2017 (GLOBE NEWSWIRE) -- Mobivity Holdings Corp. (OTCQB:MFON), the award-winning platform for intelligent and personalized marketing in the real world, has added two key members to its executive team. Corey O'Donnell and Mark Armstrong have joined Mobivity to lead marketing and sales functions respectively, empowering the company to expand its reach and continue to innovate on behalf of national brands.

Prior to joining Mobivity, O'Donnell and Armstrong both worked for the "Brand Networks" dedicated group within Yodle, and helped franchise brands create a more unified and coordinated marketing strategy through the revolutionary Centermark platform. Mr. O'Donnell spearheaded the conception, creation, and marketing strategy of Yodle's Centermark platform, and helped to nurture it from idea to market-leading solution. Mr. Armstrong oversaw sales and account management functions, and was a driving force behind the exceptional growth Centermark achieved in the franchise marketplace. Centermark's success helping network businesses unify, scale, and optimize their marketing performance ultimately helped to drive Yodle's acquisition by Web.com in 2016. Given Mobivity's already proven success with franchise networks, and their progress toward a data-driven platform for optimized marketing, the synergies in these new hires is self-evident.

"Mobivity is a tremendously exciting opportunity," said Corey O'Donnell, SVP of Marketing at Mobivity. "My career has been focused on developing and communicating technology breakthroughs that can have a positive impact on our lives and businesses. The unique technologies, influential brands, and incredible talent at Mobivity represent a superb basis, and I'm thrilled to leverage my experience to help shape their platform and serve customers together."

The hire of these two key players illustrates both Mobivity's continued growth, as well as their commitment to serving national brands. O'Donnell and Armstrong have already been crafting new strategies for product positioning, branding, technology innovation, market awareness, sales, and customer support. Mr. Armstrong, as SVP of Sales for Mobivity, is also in charge of bolstering the company's client support teams.

"Mobivity is focused on building a team of talent to better support their customers by bringing new ideas and strategies into the business model," said Armstrong. "I couldn't be happier to join this team at this time; we have a tremendous opportunity ahead and I believe we can delight our customers and achieve significant growth."

"Adding Mark and Corey to the team is a strategic move," said Dennis Becker, CEO at Mobivity. "As we grow, we are focusing on national and franchise brands in which Corey and Mark have both thrived in the past. They will bring tighter focus to our franchise platform development, new ideas for products, and a passion for serving customers in the space."

Corey O'Donnell enters the role of Senior Vice President of Marketing for Mobivity with over 20 years' experience in marketing, sales, and product innovation for enterprise-focused software and technology solutions. Corey is responsible for all aspects of the strategy, positioning, and communications of the Mobivity platform.

Mark Armstrong has extensive knowledge of building and leading successful sales organizations for innovative SaaS companies. As Senior Vice President of Sales at Mobivity, Mark is focused on building and nurturing a pipeline of corporate and franchise brands that benefit from providing their customers with intelligent and personalized marketing, and with managing the ongoing support and strategic growth of those customers. Fusing both responsibilities ensures that Mobivity lives up to its performance promises on behalf of all customers.

## **About Mobivity**

Mobivity provides a platform for intelligent and personalized marketing in the real world. Real world customer activity in national restaurants, retailers, and personal care brands is difficult to track and connect to digital actions. Mobivity leverages detailed purchase data and communications platforms to improve business results by understanding, predicting, and influencing consumer behavior. We drive better actions and inform decisions by connecting point of sale outcomes to the events and influences that caused them.

Mobivity Investor Relations:

Robert B. Prag,  
President  
The Del Mar Consulting Group, Inc.  
(858) 794-9500

Scott Wilfong  
President  
Alex Partners, LLC  
(425) 242-0891

Mobivity Contact:  
Dennis Becker  
Chairman and CEO  
(877) 282-7660

The logo for Mobivity, featuring the word "mobivity" in a lowercase, rounded, green font.

Source: Mobivity Holdings Corp.