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## QuickMobile Appoints Julie Bevacqua as Chief Marketing Officer

*New marketing chief brings strong enterprise software marketing expertise*

**VANCOUVER, B.C. – August 12, 2015** – QuickMobile, the global leader in enterprise mobile meeting and events apps, today announced the appointment of Julie Bevacqua as Chief Marketing Officer (CMO). Bevacqua brings more than 18 years of enterprise marketing experience to QuickMobile, most recently serving as the CMO of Vancouver-based software company, Yocale Network Corporation. Bevacqua's appointment comes in the midst of a period of aggressive growth for QuickMobile in the enterprise market, initiated by the appointment of Craig Brennan as Chief Executive Officer earlier this year.

"QuickMobile is uniquely positioned to help enterprises take advantage of mobile meeting and event apps," said Brennan, CEO. "Our Fortune 1000 customers leverage QuickMobile's enterprise mobile meeting and events apps for everything from their leadership summits, sales kickoff meetings, employee training session to their largest customer events. The opportunity in front of us is to expand our presence and reach among enterprise customers, as well as around the world. Julie brings the right combination of skills and experience to help us achieve our goals and drive our brand forward as we work to bring the best products and services to market."

Prior to co-founding Yocale, Bevacqua was responsible for the global marketing team at Aptean, formerly CDC Software, a leading enterprise application software vendor with niche applications such as CRM, eCommerce, ERP and SCM solutions for financial services, pharmaceuticals, technology, associations and other verticals with unique business needs.

Bevacqua led Aptean's marketing for its on-premise and on-demand software offerings, and managed more than a dozen strategic acquisitions that increased market share and expanded the business footprint. Bevacqua also had senior marketing roles with Hale! Marketing, promoting the company's image and developing lead generation strategies for the agency's technology clients.

Bevacqua noted that "the mobile event app industry is a starting point for further evolving the attendee journey, and that the maturation of mobile event apps within the enterprise helps enhance that company's revenue generating initiatives. QuickMobile's platform is helping organizations connect meetings and event data with other business systems providing them greater insights about their stakeholders and operations while also helping them accurately measure meeting ROI."

She added, “QuickMobile has transformed the meetings and events space with innovations that allow organizations to fully embrace the mobile mindshift and integrate mobile into their meeting design. QuickMobile’s global customer base, expanding enterprise product offering, and unrivaled domain expertise give us a definitive competitive advantage. Add strong growth and an impressive sales trajectory, and it’s clear why now is an exciting time to join QuickMobile.”

### **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](http://www.quickmobile.com). Follow QuickMobile on Twitter [@quickmobile](#).

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