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Jeff Hasen**

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Mobilized Marketing: Driving Sales, Engagement, and Loyalty Through Mobile Devices. He is a co-creator of the certification program for the Mobile Marketing

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the CMO of HipCricket joins us today and we dive into his new book, Mobilized Marketing: Driving Sales, Engagement, and Loyalty Through Mobile Devices.

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Jeff Hasen is a Chief Marketing Officer and Author with a focus on mobile. (@jeffhasen) is the author of two books, The Art of Mobile Persuasion, and Mobilized Marketing: Driving Sales, Engagement, and Loyalty Through Mobile Devices.

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Mobilized Marketing: How to Drive Sales, Engagement, and Loyalty Through Mobile Devices Jeff Hasen is Chief Marketing Officer at Hipcricket, a leading mobile products and build loyalty through the consumer's most personal device.

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