mBolden Announces Winners of the First Ever MGS mBolden Women of the Year Awards

First Annual Awards Bestowed to Women Who Excel in Mobile and Digital

SAN FRANCISCO (PRWEB) February 15, 2019 -- mBolden (formerly Women in Wireless), a volunteer-run global non-profit whose mission is to be a champion of women in digital marketing, advertising, and communication, and Mobile Growth Summit, the mobile industry's largest network of user acquisition and growth professionals, today announced the winners of the inaugural MGS mBolden Awards. The awards were presented last night at Mobile Growth Summit in San Francisco. The awards were organized and hosted by mBolden and Mobile Growth Summit. The four award categories are Mobile Growth Leader of the Year, Champion of Women Award, Rising Star Award, and People’s Choice Award. The winners announced are the following:

- Mobile Growth Leader of the Year: An expert and thought leader in the industry who can show tangible results driving growth and/or ROI for her company. Shannon Jessup, Global Chief Revenue Officer at Tapjoy
- Champion of Women Award: A mentor for women who has spearheaded an initiative to drive diversity and inclusion in the industry. Miriam Aguirre, SVP of Engineering at Skills
- Rising Star Award: A digital and mobile rising star who can show tangible results driving growth and/or ROI for her company. Taylor Gobar, Senior User Acquisition Manager at Hopper
- People’s Choice Award: Sheryl Tullis, Head of Marketing and Communication at TA Group Holdings, Former Co-President at mBolden

"mBolden is focused on raising the voices and visibility of women in the mobile and digital industry. These awards are an opportunity for us to recognize women who are making an impact as industry thought leaders and champions of women. We are pleased to partner with MGS to highlight these incredible women on a global stage," said Farzana Nasser, Board Director, mBolden. "In conjunction with these inaugural awards we would like to welcome our newly elected mBolden global co-Presidents Lara Mehanna and Tash Jeffries, we look forward to continuing to inspire, connect and embolden thousands of women around the world under their leadership."

"We are proud to expand our long-term multi-year partnership with mBolden to recognize difference makers for gender equity with the MGS mBolden Women of the Year Awards. We congratulate the winners who were chosen on merit from over 100+ Applicants," said Dave Westin, President, Mobile Growth Fellowship.

The MGS mBolden Awards were created to recognize women in mobile and digital and fall under mBolden’s mission to increase the number of women in executive and C-level positions at companies of all sizes by raising awareness of women who are currently successful in these occupations. The MGS mBolden Awards sponsors are CleverTap and Consumer Acquisition.

About mBolden
mBolden (formerly Women in Wireless) is a volunteer-run global non-profit whose mission is to be a champion of women in digital. With over 10,000 members in 10 chapters around the world, we seek to connect, inspire and embolden a diverse representation of women so they may positively influence and lead. We achieve this through inspiring content and events, corporate and conference partnerships and training programs. We are dedicated to ensuring gender equality at industry conferences, developed a speakers bureau featuring hundreds
of qualified female speakers and offer a speaker training course at http://MadwomenUniversity.com. We also produce the MADWomen podcast featuring executive women sharing their career path, inspiration and lessons learned. For more information, visit http://www.wearembolden.org and follow us on Twitter, LinkedIn, Facebook, Instagram.

About Mobile Growth Summit
Mobile Growth Summit is a global mobile media company providing mobile marketing professionals with frontline content and community events to help grow their app businesses. Drawing on its roots as a not-for-profit organization dedicated to education, MGS is committed to building the world’s most helpful, friendly and knowledgeable community of mobile experts. Events prioritize community and content quality above all else, attracting a high-caliber audience of mobile marketers, developers and user acquisition managers working in games, commerce and other app categories, as well as executives representing Adtech, Martech and data companies. For more information, visit http://www.mobilegrowthsummit.com and follow MGS on Twitter @mobilegrowthMGS.
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