Library Mobile Apps Company, Boopsie for Libraries, Focuses on Growth with Appointment of New CEO

Growth-focused entrepreneur, Tony Medrano, joins management team to meet the increased demand for mobile apps and services in public and academic library markets.

Sunnyvale, CA (PRWEB) June 26, 2013 -- Boopsie for Libraries, the leading mobile solution for public libraries and academic libraries worldwide, announced today the appointment of Tony Medrano as CEO for its expanding library business.

“Over the past seven years, Boopsie has built a solid and loyal base of thousands of libraries and technology partners – in the U.S. and around the world. Tony’s expertise in developing new business and managing strategic partnerships will help us better serve our existing customers and scale at a time when Boopsie’s apps are more in-demand than ever,” said Greg Carpenter, Co-Founder and CEO of Boopsie for Libraries’ parent company, Boopsie, Inc.

An accomplished business development and online marketing leader, Medrano has over a decade of experience managing P&Ls, developing large partnerships, and building high performing sales and services teams at SaaS and Internet companies. Most recently, he served as Vice President of Business Development and General Manager at Reply.com, a $70m Internet marketing company. Prior to Reply.com, Medrano was Vice President of Sales, Marketing and Field Operations at SmartDrive Systems, a Silicon Valley venture funded SaaS company. An entrepreneur, Medrano also started DoDots, the first desktop-to-mobile app platform, out of his Stanford University dorm, where as President he built it to 100+ employees, raised $25M in venture capital and managed company operations and business development. Medrano received his MBA and JD from Stanford and his BA from Harvard University.

Medrano also brings experience in the education market to Boopsie. He has a Master’s degree in Education Administration from Teachers’ College at Columbia University, taught at Stanford’s Graduate School of Business for five years and is a certified public school teacher in Massachusetts and New York. “My mother taught 1st grade for 40+ years and I spent a year teaching in New York City Public Schools,” says the new CEO of Boopsie for Libraries. “Helping students and library patrons learn – on devices they can afford – is an exciting endeavor with immense global social benefits and opportunity for innovation.”

“In 2013, the number of mobile connected devices will exceed the world’s population; global mobile data traffic is expected to increase 17x from 2012 to 2017. A large proportion of these people will be using a mobile device as their only computer. These trends present exciting opportunities for libraries to demonstrate their ongoing relevancy, be more innovative and better serve their communities with mobile library applications,” said Medrano, incoming CEO of Boopsie for Libraries. “I’m excited to apply my business development, academic and entrepreneurial expertise to drive growth for Boopsie and to provide accessible and affordable mobile solutions for libraries around the world.”

Boopsie’s mobile apps for libraries are used in more than 2500 public library and academic library locations. Boopsie is rapidly changing the way libraries look at their mobile presence by taking a more strategic approach to delivering content beyond the library catalog to users when and where they need information via custom-branded mobile apps on any mobile device.
Both Carpenter and Medrano will be with the Boopsie team as they showcase their latest mobile apps for public libraries and academic libraries at Booth 555 at the American Library Association Annual Conference and Exhibition in Chicago, June 27-July 2, 2013.

About Boopsie
Founded in 2006 in Silicon Valley, Boopsie is the industry-leading mobile solution for over 2500 public library and academic library locations worldwide. Customers include Seattle Public Library, Los Angeles Public Library, University of Toronto, Brown University, University of Gent in Belgium and University of Auckland in New Zealand. Boopsie’s custom-branded native apps are affordable, easy to deploy and maintain, and enable libraries of all sizes to quickly and easily meet the rapidly changing needs of their patrons with world-class performance. Boopsie’s solutions are fully hosted and all apps are downloadable on mobile devices including Android, BlackBerry, iOS (iPhone, iPod Touch, iPad), J2ME, Palm, Symbian Series 60, Windows Phone 8, Windows 8, Windows Mobile and Kindle Fire. Boopsie’s innovative mobile applications also support browser-enabled devices. For more information on Boopsie’s mobile solutions for public and academic libraries, please visit www.boopsie.com/library.
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