

bBIG COMMUNICATIONS HIRES VICE PRESIDENT OF SALES; ADDS ACCOUNT EXECUTIVE

We are happy to introduce two new employees that will shore-up the expanding company's Sales and Client Services teams. Kameron Wildfong has been appointed as Vice President of Sales and Development with a focus on industrial channel expansion, while Saydie Arami will bolster the Client Services Team as an Account Executive.

**Kameron Wildfong**

Kameron comes to bBIG from Essentra, a global distributor of industrial supplies, where he led an internal team and external marketing partners in a strategic campaign to drive sales. Previously, he served in marketing and operations leadership positions at RE/MAX of Grand Rapids, Beer City Metal Works & Construction and D&D Building Inc. – all Michigan-based companies. A graduate of Grand Valley State University, Kameron will work closely with company CEO David Gibson and COO Mark Igo.

**Saydie Arami**

Saydie spent the last six years with Illinois-based Integrated Merchandising Solutions (IMS), where she assumed increasing responsibility over all facets of account management. A graduate of the University of Iowa and a certified Project Management Professional, Saydie began her career with PromoWorks LLC where she excelled as a Logistics Account Manager.

**CLIENT SPOTLIGHT: USO**
BE A FORCE BEHIND THE FORCES®

We are proud to welcome the USO to our bBIG family of brands we support! Our authentic team of military spouse social media influencers are teaming up to amplify the USO's #RanksInThanks partnership with Coca-Cola and Dollar General this summer. Their cause-driven campaign is centered on thanking service members, military families and veterans for their service and sacrifice both at home and abroad. Please visit www.DollarGeneral.com/SendThanks to leave your own personal thank you message to show your support today!

APPS: ENHANCING UX

Consumer demands and expectations are continually evolving, and brands are challenged to innovate to keep the pace. Here at bBIG, we embody this fundamental truth and are proud to be expanding the ease of engagement for two of our consumer platforms via new app releases this month.

Our all-new Military Wives Saving app makes it even easier for our loyal audiences to enjoy lifestyle content on-the-go with their mobile devices. The My Hockey Live app now encompasses all the features of its' website to deliver a complete experience, including 298 girl's and boy's hockey team pages along with Twitter accounts for each of the teams. And for our valued advertising partners on both apps, they win with yet more quality engagement touch-points to have their brands be featured and present!

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