



**FOR IMMEDIATE RELEASE**

## **Shocase Welcomes Five Experiential Marketing All-Stars as Company Advisors**

### ***Event Experts Will Inspire Others and Offer Input on the Social Network***

**SAN FRANCISCO – May 12, 2015** – As the marketing world continues to undergo major transformation, experiential marketing has become exceedingly important as a tactic to reach new customers and audiences. For example, [research](#) shows the majority of Millennials are more inclined to become part of a brand and much more likely to buy a product after a good experience at an event.

To help these experiential marketers more effectively reach their target customers, [Shocase](#), Marketing's Professional Network and a premier sponsor of this week's Experiential Marketing Summit in San Francisco, announced today that five of the world's top minds in the industry will be joining the company in senior advisory roles.

In their positions, Louise Glasgow, Chad Hutson, Rod Mickels, Fergus Rooney and David Wilkinson will offer their insights, expertise and advice on the features and functionalities of the Shocase network and inspire a new generation of marketers by showcasing and sharing their award-winning work, while also helping others in the field be discovered.

"Given today's rapidly changing marketing landscape, the power of an experiential event is at an all-time high," said Ron Young, Shocase's founder and CEO, who is hosting a networking reception this evening at the Experiential Marketing Summit. "By adding some of the world's best experiential marketers, Shocase will become the hub for those in the business to display their work and be found by others in the marketing sector. To have a verticalized social network designed to help marketers find these talented individuals is an extremely valuable proposition."

The five advisors are among the top experiential marketers in the world:

- **Louise Glasgow** is the logistics genius behind the production of Maker Faire, an educational event designed to celebrate arts, crafts, engineering, science projects and the DIY mindset. As executive producer she plans the flagship events held throughout the country.
- **Chad Hutson** is the president and executive producer at Leviathan, a conceptual design company that creates engaging narrative content and experiences for brands and entertainers worldwide. Hutson has done work for top brands including BMW, John Deere, Dodge, HP and The North Face.
- **Rod Mickels** is the co-founder and CEO of InVision Communications, a high level strategic communications agency that builds dynamic experiences that transforms audiences into passionate brand advocates. He has created global experiential marketing campaigns for the likes of Cisco, Oracle, Williams-Sonoma and Coach.
- **Fergus Rooney** is the founder and CEO of agencyEA, an experiential marketing company behind some large-scale projects, including Oprah's Ultimate Australian Adventure, holiday décor at the White House and the Boeing 747-8 International launch in Seattle. He has also worked with brands such as GE, Target and Hilton.



- **David Wilkinson** has been an international innovator and sponsorship marketing industry leader for more than three decades. He is currently the president and CEO of The Wilkinson Group, an experiential marketing agency, where he conceived, developed and managed Cisco Systems' NetAid program and, more recently, the San Jose Grand Prix for The Canary Foundation.

“There has never been a platform for experiential marketers to truly share their craft and connect with others, until now,” said Mickels. “Our community has greatly needed a network like Shocase, and now that we have one, I expect collaboration across the industry to soar.”

Shocase is the first-of-its-kind professional social network that offers its members greater visibility to display work, build a reputation and be inspired by the industry's best. The network also enables members to stay informed of the latest news and trends that impact their professional lives, build working relationships and ultimately grow their business.

### **About Shocase**

Shocase is Marketing's Professional Network. Built to feature, connect and promote marketing professionals from all disciplines, Shocase functions seamlessly as a social network, professional crowd-sourced marketing archive and personalized online portfolio. Most importantly, Shocase is the place marketers come to discover and be discovered by the people who can advance their business and careers. Watch our demo [video](#) to learn more about Shocase.

###