

## About the Author



Kim Dushinski is the CEO of the International Mobile Marketing Business Network (IMMBN) and president of Denver-based Mobile Marketing Profits, a mobile marketing training firm. She is a teaching assistant for the University of Virginia, teaching mobile marketing for their Online Graduate Certificate in eMarketing. She was named one of the Mobile Women to Watch 2010 by MobileMarketer.com.

A strong advocate for smart, ethical mobile marketing, Kim speaks internationally to businesses and mobile marketing entrepreneurs about how to profit with mobile. Some of her audiences include the Association of Small Business Development Centers, the Graduate Management Admission Council, Colorado Small Business Development Center, the American Marketing Association, the Houston chapter of the American Advertising Federation, a select group of Colorado State Senators, The System Seminar, and the Social Media Success Summit.

Kim is a contributing author of *Success Secrets of Social Media Marketing Superstars* and a contributor to DigitalMarketingOne.com, and has written articles for *Advertising & Marketing Review*, *Brilliant Results*, and *Search Marketing Standard*. Her contributions appear regularly in the American Express Restaurant Briefing. She has been quoted in the *Denver Business*

*Journal* and *The Bottom Line*, and has appeared on numerous radio shows across the country. Kim is a co-host of the Mobile Marketing Review, a podcast produced by mobileGroove, which reviews mobile marketing campaigns from around the world.

Kim is a successful entrepreneur with more than 20 years of experience in sales and marketing as a marketing director at a travel agency, desktop publisher, small business marketing consultant, an internet marketer, and partner in MarketAbility, a book publicity firm.

She lives in Colorado with her husband, Ken, their daughter, Anya, and their dog, Luci.