

# Suresh Mathai

CEO at ContinuumGlobal, Inc.

San Francisco, CA, US

Mobile CRM. Digital Marketing. Marketing Technology.

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## Biography

Suresh has deep and extensive background in mobile, interactive, ecommerce and direct marketing with leading multinational corporations (JWT & Rapp Collins) in the Asia Pacific region, as well as technology & software startups in Silicon Valley. He has worked with leading national & global brands (Staples, IAC, Kraft, IBM, Digital, Mercedes Benz, AOL, etc.) advising them on online marketing, ecommerce and customer acquisition strategies. A Board Director of the Direct Marketing Association (DMA), Suresh's area of focus is mobile strategy & CRM, data/analytics, technology and solution design.

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## Availability

Keynote, Moderator, Panelist, Workshop

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## Industry Expertise

Advertising/Marketing, Internet, Telecommunications, Computer Software

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## Areas of Expertise

How to Build Your Mobile Marketing Presence

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## Affiliations

Board of Directors, Direct Marketing Association, Board of Directors, International Development Exchange

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