

Life in Mobile Names Mike Batiste President

New York, NY – February 22, 2018 – Life in Mobile officially names Mike Batiste its President as of January 1st, 2018. In this role, Batiste will be responsible for leading digital activation strategies, as well as fostering innovation within the digital space.

John Lim, former Chief Executive Officer and Life in Mobile’s founder, will continue as Chairman of the Board of Directors and CEO of linknexus inc, a real-time cross-channel marketing platform that enables brands to react at the speed of the consumer.

“With the digital industry at one of the most transformative times, Mike’s passion and drive will continue the momentum to bring the company to the next level. Under Mike’s incredible leadership and with the amazing team at Life in Mobile, I’m confident that we’re poised for success in 2018 and beyond,” said Lim.

Batiste joined Life in Mobile in 2010 as Director of Business Development. He quickly advanced to Senior Vice President of Business Development where his innovative concepts and mobile strategies were integral to creating multiple award-winning programs. Mike’s decade-long digital activation experience enables him to guide clients with best practices in optimizing end-user experience and developing digital marketing solutions and strategies that foster brand relationships.

About Life in Mobile

Life in Mobile is a digital activation agency that creates strategic experiences fueled by human behavior in order to unify brands with today’s consumer. By incorporating cutting edge technology with proven digital marketing strategies, Life in Mobile offers marketing solutions that allow brands to increase engagements rates, drive sales, reduce ad spends, and increase ROI.

