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Western District Conference  
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**Mike Wehrs**  
**President & Chief Executive Officer**  
**Mobile Marketing Association**

Mike Wehrs is the President and Chief Executive Officer (CEO) of the Mobile Marketing Association (MMA). In this role, he is responsible for leading the global association in its charter to build a sustainable ecosystem for the mobile marketing industry, clearing obstacles to market development, establishing standards and best practices for sustainable growth, and evangelizing the mobile channel for use by brands and third-party content providers, with a focus on delivering benefits to MMA members and ensuring consumer privacy and brand integrity. He will direct all activities and communications with the MMA's 700+ members, representing more than 40 countries worldwide, including aggregators, agencies, brands, carriers, developers, and more.

Prior to the MMA, Wehrs served as Vice President of Industry Affairs and Evangelism for Nuance Communications, Inc., where he was responsible for the overall mobile business strategy, product strategy, industry and public policy, including being a key member of the mergers and acquisitions team.

Wehrs came to Nuance through the acquisition of Tegic Communications, an AOL company, a transaction that he helped broker along with two other senior managers at the company. At Tegic, Wehrs was Vice President, Product Management & Global Marketing, serving as the product management visionary on all of Tegic's wireless platform and embedded products, leading the global marketing group in its high-impact endeavors, and acting as a standards and public policy representative within numerous industry forums.

Wehrs joined Tegic from Microsoft Corporation, where he was responsible for driving industry adoption and business development opportunities in support of many of Microsoft's products. Prior to his most recent role in the Windows group, he held senior roles working on technology and standards, and directing market research and product planning for Microsoft's Mobile and Embedded Devices division.

Between roles at Microsoft, Wehrs was one of the original team members that formed Ignition Partners, where he served in interim executive roles in several of the firms' portfolio companies and participated in securing additional funding.

Previously, Wehrs was Director of New Technology at Samsung Electronics America and Executive Vice President for Orcatron Communications, Ltd. He has also held director positions at Sony Electronics, Inc. and Conner Peripherals, Inc. Wehrs has served on numerous Boards of Directors, including OMA, CTIA, .mobi, Bluetooth SIG, HomeRF, and several startup companies.

Wehrs graduated with a Bachelor of Science in Computer and Information Science from Syracuse University.