



John Hadl
CEO
Brand in Hand

John is currently CEO of Brand in Hand an adviser to mobile companies and major brand marketers engaged in the mobile marketing arena. At present, John is the strategic advisor to Procter & Gamble's Consumer Innovation group for mobile. Currently, John is responsible for over 50 "in market" mobile campaigns for his various clients, making him one of the leading experts in the field of mobile marketing.

Before P&G, John was the Managing Director of Quigley Simpson Interactive where John was responsible for leading Quigley-Simpson's clients into the world of emerging communication. In mobile, John has been a pioneer in since 2001 and has led many of the cutting edge US mobile initiatives to date. While at Quigley, John and his team implemented the first ever use in the United States of a :30 DRTV spot dedicated to driving a mobile response. Additionally, John sourced and executed on one of the first ever "pure" brand sponsorships of a mobile game in the U.S. John has advised clients in the mobile and interactive arena for following areas: entertainment companies, consumer package goods companies, financial institutions, pharmaceutical companies and various technology companies.

Prior to Quigley Simpson, John was the Chief Strategy Officer of Enverta (a b2b market place for the consumer goods industry) and EVP of Corporate Development & Strategy for Creative Rx. John started his career as a corporate lawyer working in New York City at Simpson Thatcher & Bartlett