

DURHAM, NC, October 08, 2013 /**24-7PressRelease**/ -- Mr. Campbell, 51, was recommended to MobileSmith's Board of Directors in September 2013 and brings with him a wealth of experience in marketing and business development within the U.S. Defense industry.

Since April 2010, Mr. Campbell has served as both President and CEO of Wilarah LLC, an international consulting firm that is focused on business development and change management within both the U.S. government as well as within the private industry. Prior to Wilarah, Mr. Campbell devoted 26 years of honorable service in the U.S. Army before retiring at the rank of Colonel.

"We believe that Mr. Campbell's extensive global business development, marketing and management experience, his understanding of the U.S. Department of Defense, and his contracting expertise will enhance the overall composition of the Board," said Amir Elbaz, MobileSmith Chairman of the Board and CEO.

MobileSmith is confident that Mr. Campbell's knowledge, experience and leadership will be well served on the Board of Directors.

Mr. Campbell holds a B.A. in Political Science from The Citadel and an MBA from Clemson University.

**MobileSmith** is a complete cloud solution for enterprise mobility and a patent-pending SaaS platform that allows creating and deploying custom mobile apps for iOS and Android without writing a line of code. The platform also serves as a back-office for secure management of your organization's entire portfolio of apps; pushing real-time notifications, and real-time app UI and functionality updates without re-submitting to the app stores. For more information, visit [www.MobileSmith.com](http://www.MobileSmith.com)