



## Mike Wokosin

Founder  
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Mike Wokosin is a digital thought leader with a 20-year portfolio of driving strategic marketing and digital transformation efforts—primarily across the entertainment, retail, and CPG industries.

Wokosin is the former CMO at Redbox, where he led the transition to digital content delivery and monetization, and was lead marketing counsel for the sale of the \$2B publicly-held company. He has since started an advisory practice for Fortune 500, C-suite, and start-ups on digital transformation, branding, and customer centricity.

Wokosin is also currently an adjunct lecturer at the University of Iowa's Tippie College of Business where he delivers coursework in digital strategy for the professional and executive MBA programs.

He holds a BBA from the University of Iowa and an MBA from the University of Chicago Booth School of Business.