



Mike Wokosin

Vice President, Digital Marketing (former)
Redbox

Mike is the former vice president of digital marketing with Redbox, a national rental distributor of movies and video games.

His principal areas of expertise are in the translation of business objectives into digital strategies, integration of core marketing and communication initiatives with digital programs, as well as subject matter depth in social media and community development, paid media strategy and execution, user experience design, and the launch of digital properties across web, mobile, and connected TV environments.

His experience in marketing, communications, and digital spans more than 16 years across B2B, finance and insurance, retail, consumer packaged goods, as well as media and entertainment.

Previously, Mike served as a senior vice president at Edelman in Chicago and as vice president of digital marketing at Universal Studios. He led NBCUniversal's Digital Marketing Council as chairman where he was responsible for the product launches of titles such as *Despicable Me* and *Fast & Furious* as well as providing strategic counsel and execution for the transition of packaged media from DVD to Blu-ray and from physical to digital media.

Prior to NBCUniversal, Mike worked at leading-edge content production, digital, and emerging media agencies that build upon experience gained as the executive director of global digital marketing at Warner Bros., where he was responsible for developing a worldwide digital platform for distributing content, video, and media assets for B2B, B2E, and B2C programs.

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