i-GATE Innovation Hub

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PRESS RELEASE

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i-GATE Adds Marketing and Social Media Expert to Executive Team

New VP of Marketing brings digital and social media focus to i-GATE marketing and outreach strategy

Livermore, CA – June 19, 2012:

This week, the i-GATE Innovation Hub added Rik Walters to the team as the Vice President of Marketing. Walters has been on the cutting edge of traditional marketing and digital social media strategies, and he brings more than 20 years of marketing experience to i-GATE.

Dubbed a "Social Media Evangelist" by Strategic Research Institute and Incisive Media, Walters' decades of experience include successful engagements with global brands like Fox Television, Iron Mountain Digital, Autonomy, Virgin Mobile, HP, NBC/Universal and Ford Motor Company.

Walters brings to i-GATE expertise in digital and social media strategies, including branding, communications, and public relations. He will focus on expanding i-GATE's presence in the digital and social media marketplace, with specific emphasis on reaching entrepreneurs and potential industrial partners in aligned sectors.

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"i-GATE is ushering in a new era of engagement opportunities in innovation," said Walters, "and I am grateful for this opportunity to work with their excellent leadership and a group of immensely talented and energized people, all focused on driving i-GATE's strategic position."

As i-GATE begins to scale its business incubation unit, the National Energy Systems Technology (NEST) Commercialization Center, Walters's social media marketing expertise will position i-GATE to reach high caliber entrepreneurs from across the Bay Area. i-GATE's efforts to reach out to industry will also be bolstered by Walters' presence.

"Rik joining the team will bring renewed focus and expertise to i-GATE's marketing effort," commented i-GATE CEO Rob White. "There is so much happening right now, so much progress being made, and Rik is going to enable us to share that story with the world in a much more effective way."