
STEPCHANGE GROUP ADDS MIKE AS VP OF STRATEGIC ACCOUNTS



StepChange Group, a Powered Company, announced it has hired marketing veteran Christopher Mike as vice president of strategic accounts. He previously was vice president of marketing for Converse and director of marketing at Nike, where he led the development of the Nike Golf brand.

Mike most recently served as general manager of sports marketing at Rocket XL.

"Chris has an enviable track record of building high-performance teams and programs that deliver significant growth and satisfied customers," said Kevin Tate, founder & principal of StepChange Group. "As part of the Powered family, StepChange is entering a new arena in the social marketing world and we are very pleased to have him as a member of our executive team."

As vice president of strategic accounts, Mike will be working with large consumer brands to ensure they maximize StepChange Group's ongoing initiatives.

StepChange provides technology and services and manages "social experience" for leading brands. It was founded in 2006 and is one of the first Facebook Preferred Developers.