

Mass Luminosity Announces ESVP of Marketing

January 23, 2012 - Dallas, Texas, USA - Mass Luminosity is proud to announce the appointment of Ms. Kimberly Vizurraga as its Executive Senior Vice President of Marketing.

Kimberly has extensive sales and marketing experience in the investment banking and gaming industries. Following her interest in cutting-edge technology and innovative business ideas, she helped pioneer the sponsorship model for e-sports and designed and managed brand awareness campaigns for some of the most well-known names in technology. Her passion for a more holistic approach to business led her back to school where she completed her Masters in Sustainability (Interdisciplinary Studies) from the University of Texas at Arlington in 2011.

She is now head of global marketing for Mass Luminosity and for its growing list of marketing partners. She will also help manage Mass Luminosity's innovative approach to promotions and brand awareness on social networks. Additionally, she will lead the promotion and marketing of Mass Luminosity's upcoming social platforms.

"We are excited to welcome Kimberly to the Mass Luminosity family," said Angel Munoz, Founder and CEO. "She is without question the best person to assist us in gaining added global traction with corporate partners and with our community of fans. Her unique approach, of combining ingenious marketing concepts with unique and effective promotions, will resonate well with our marketing partners and will surely lead Mass Luminosity to higher plateaus."

Kimberly Vizurraga can be reached via email at kimberly@massluminosity.com

About Mass Luminosity

Mass Luminosity, Inc. is a social media and technology company with a focus on interactive experiences. On the web it's located at www.massluminosity.com