

MICHAEL SABAT

email mike.sabat@gmail.com
phone 917-375-2652
podcast <http://thechatbubble.com>

Have you seen me speak?

- Internet Week, NYC
- Mobile Health Summit, Stanford
- Center For Non Profit Success, DC
- Non profit technology conference, Atlanta
- McPherson Collective, San Diego
- Netroots Nation, Las Vegas & Providence

Highlights

Over the past 10 years I've taught hundreds of organizations how to use messaging as a marketing channel. I've helped a technology startup grow from 20 customers to over 250, resulting in an acquisition in December 2014. I've launched my own company that created a unique approach and a product to help innovative organizations launch Messenger campaigns.

Experience

@Mssg, Founder & CEO, October 2016 - Present

- Formed a bootstrapped startup and launched a technology platform that powers automated conversations over Facebook Messenger.
- Responsible for product development, UX/UI, operations, marketing, sales and account management.
- Invented a unique approach to use Facebook Messenger as a conversion channel, incorporating Messenger into digital ads and websites.
- Launched a campaign for an Enterprise client that cut their email acquisition cost in half, and their mobile number acquisition cost to 1/3rd, compared to control group.
- Published the Messaging Playbook which advised any marketer on the top 4 use cases for Facebook Messenger campaigns.
- Designed Facebook Ad tests to track results between Traffic, Conversion and Messenger ad Objectives.
- Managed a dozen contractors.

Mobile Commons Inc., Director of Mobile Strategy & VP of Business Development

New York, NY June 2008 - October 2016

- Worked closely with the world's largest companies, non-profits and government organizations to help them procure and launch messaging campaigns.
- Sold and launched mobile messaging, smoking cessation campaigns to NYC DoH and National Cancer Institute. These campaigns double the quit rate for teenagers
- Sold and launched mobile communications for Reform Immigration for America. Built their list from zero to a quarter million supporters. Using only messaging we organized 1,200 house parties, brought 200k people to DC for the March for America and drove 4 million advocacy calls supporting Comprehensive Immigration Reform.
- Cold Called Viacom and won the messaging business for their TV brands.
- Designed and launched messaging campaigns with R/GA and Mastercard which achieved 60-95% response rates.
- Worked with Tumblr, Kickstarter, Etsy, Vimeo among other to drive hundreds of thousands of advocacy calls supporting net neutrality as part of the Save the Internet and Stop SOPA campaigns.
- Helped to sell and launch messaging as a channel to two Presidential campaigns.

Software Sales, Image Info January 2007 - June 2008

Image Info builds custom software for sales and merchandising departments at apparel, accessory and shoe companies.

Education

Miami University Oxford, Ohio - Bachelors Degree, Finance and Entrepreneurship

Other Notables

Original Trivia- Daily trivia game via Messenger. First to get all questions correct wins prize.
SignedFor - Packages shipped to local businesses so they don't get stolen off the porch.
Upland Software Top salesperson, company-wide, in 2015
Fantasy Football Champion