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7 Apr mig33 Gets Entrepreneurs Group CEO on Board

Posted by: Kristen Nicole
in Mobile 2.0, News

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Months after a \$13.5 million round of [funding](#), mobile social network [mig33](#) is announcing a new member to its executive team. Former venture partner at Accel Partners, veteran entrepreneur and executive and current CEO of The Entrepreneurs Group Richard Yanowitch has experience in several aspects of leading a technology-related company.

As mig33's latest member of the Board of Directors, Yanowitch is joining as an independent director. Yanowitch has also been advising mig33 since it launched its [US segment](#) as well, back in September. mig33 has had a couple of key [advancements](#) in the past few months, and such development was a driving factor for Yanowitch in deciding to shift from an advisory role to a seat on the Board of Directors.

The hope is to turn mig33 into a large-scale venture, with a guiding hand from Yanowitch. With about 11 million users worldwide, mig33 has been experiencing some rapid growth in the past year or so. No exact details have been given in terms of mig33's plans for the immediate or long-term future, but it's likely that mig33 is looking to increase its marketing efforts, mobile advertising and becoming an even more attractive acquisition target are some of the items on the company's short list of things to do for 2008.

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