

Mitch Bowker is Iconic Collective's new COO

Mitch Bowker will serve as Iconic Collective's new chief operations officer. In his role, Bowker will oversee day-to-day operations of the eight group divisions.

Before his appointment, Bowker was the managing director for Jawbone Brand Experiences - which has joined Iconic Collective as the brand activations, event management, experiential marketing, customer experience, and exhibition management service offering division.

His previous positions include brand and marketing manager to some of the largest global tech-brands namely, Samsung and Nokia.

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