



VIKTRE Announces Kamar Shah as Chief Content Officer

May 30, 2016, Toronto, ON – Al Steele, CEO & Chairman, VIKTRE, announced today that Kamar Shah has joined the company as Chief Content Officer (CCO).

Shah is an award-winning marketing strategist and entrepreneur with 18+ years of experience with companies like Nokia, Orange, Vinci Education, Sony, Nike and Universal. Shah's mandate at VIKTRE has him overseeing all internal and external marketing content initiatives, across multiple platforms, to drive sales, engagement, retention, and positive consumer behavior.

"We're thrilled to welcome Kamar into this newly created role on our executive team," said Steele. "His exceptional track record of executing successful content and marketing strategies for top tier brands will help us take our game to the next level and deliver an even more compelling experience for the world's elite athletes, their fans and followers."

"I'm excited to take on this new challenge," said Shah. "Now more than ever, content surrounds us and we're inundated with stories. The best stories are ones that tap into our true passions. There is no more passionate audience than the sports fan. I can't wait to connect VIKTRE's athletes with their fans and each other – redefining communications and engagement for the world of sports."

Shah will be based in the Toronto office.

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VIKTRE is all about the athlete; a private social network for athletes to connect and collaborate; a public network for athletes to engage with fans and followers; and a 24/7 streaming page filled with compelling content about the world of the athlete, both in and outside the world of sport.

go.vikt.com for the elite athlete
vikt.com for the fan

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