



## Keith Bourne

Founder  
Appervasive, LLC

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It is unclear if Keith Bourne has any spies in his family named Jason, as that is classified. But he is the Co-founder of the Michigan chapter of Mobile Monday and helps to organize both the Ann Arbor and Detroit chapters. Mobile Monday is an international organization with more than 70 chapters that works with local, regional, national and global mobile industry visionaries and developers fostering cooperation and cross-company business development through virtual and live networking events to facilitate idea sharing, best practices development, trends identification, and Mobile Industry growth locally, regionally, nationally, and internationally.

Keith is currently working with Hearing Health Science ([www.hearinghealthscience.com](http://www.hearinghealthscience.com)) as a "utility start-up in-fielder" in the life-sciences field, helping to set up manufacturing and operations, marketing, and the technology infrastructure. As part of their outreach effort, Hearing Health Science will distribute a mobile application that allows users to test noisy environments for potential hearing loss threats and to conduct hearing testing as part of mobile clinical trials.

Keith is also the founder of Appervasive ([www.appervasive.com](http://www.appervasive.com)), which partners with companies or individuals that have high potential mobile application concepts and helps them organize the technical, financial, and business resources (such as marketing and sales) necessary to take these applications to market. He is currently working on multiple projects in a variety of roles through Appervasive.

Prior to Hearing Health Science and Appervasive, Keith was the founder of a social media based mobile company called MemCatch, a mobile music service provider called Web2URadio, and was active in the mobile learning space for several years.

He is an avid blogger as the author of the Entrepreneur, Social Media, & Mobile Blog at <http://keithbourne.com> You can follow him on Twitter [@keithbourne](https://twitter.com/keithbourne).

