

FOR IMMEDIATE RELEASE

NEW LOYALTY360 BOARD MEMBERS TO ADVANCE LOYALTY AS CRITICAL MARKETING STRATEGY

Highly-respected and senior executives in the industry appointed to board of advisors

Loyalty360 – the loyalty marketers' association has added nine members to its board of advisors. The abundance of new members represents an overhaul to the board driven by demand to bring loyalty to the forefront of all marketing. Recently appointed members will be in attendance at the [2015 Engagement & Experience Expo](#), which is set for November 9-11 in Dallas, Texas, where the Loyalty360 board of advisors is next scheduled to convene.

“The definition of loyalty is changing. It’s becoming an emotional-based understanding of the customer, rather than just an exchange of points and rewards,” remarked Mark Johnson, CEO & CMO of Loyalty360. “This change is creating a great demand from the market for more clarity and guidance within the larger domain of loyalty marketing. With the support and guidance of the board of advisors, Loyalty360 is poised to become the de facto clearinghouse for the industry.”

The board is comprised of senior executives at Loyalty360 member and sponsor companies, representing both marketing technology providers and customer-focused brands. Members will help Loyalty360 develop clear metrics, best practices, standards, and certifications related to customer experience, customer engagement, and other marketing processes within loyalty marketing. What’s more, Loyalty360 will tap board members to drive greater participation from the market, in the form of local networking events, research, awards, and recognition.

“Ultimately, the board will help us set the future of loyalty marketing,” commented Johnson. “With this group of smart and dedicated leaders with senior-level vision, we fully expect to guide and focus the industry on loyalty, CX, and engagement.”

New board members include:

Lonnie Mayne, President, InMoment
Jim Sturm, President and CEO, Brierley + Partners
Brad Marg, COO, Clutch
Phil Rubin, CEO, rDialogue
Narina Sippy, CMO, Stellar Loyalty
Bob Macdonald, President & CEO, Bond Brand Loyalty
Kris Klein, Managing Partner, Lenati
Bill Linehan, CMO, Red Lion Hotels

About Loyalty360

Loyalty360 is an unbiased, market driven, voice-of-the-customer focused clearinghouse and think-tank that is committed to bringing customer loyalty to the forefront as a critical marketing strategy. A trusted source for cutting-edge research, best practices, and networking opportunities, Loyalty360 gives members the expert insights and guidance they need to better understand loyalty and develop

programs that effectively engage their customers and employees and build stronger relationships with them.

About Engagement & Experience Expo

Engagement & Experience Expo is a forum to openly discuss customer, brand and channel challenges and solutions. Discover how to optimize the customer experience at all touch-points and increase the impact of engagement throughout the customer lifecycle.