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Bond Brand Loyalty Names Two New Vice Presidents to Facilitate Continued North American Business Growth

Scott Robinson Named VP Design & Strategy and Anne Bowie Named VP Live Brand Experiences

TORONTO and NEW YORK, Aug. 4, 2015 /CNW/ - Bond Brand Loyalty, a leading North American brand loyalty agency, today announced the promotions of Scott Robinson to Vice President of Design and Strategy and Anne Bowie to Vice President of Live Brand Experiences.

"I am pleased to announce the promotions of Scott Robinson and Anne Bowie, two key members of our senior team, to Vice President," said Bob Macdonald, President and CEO of Bond Brand Loyalty. "Both Scott and Anne have been instrumental in the success of Bond and these appointments reflect a consistent demonstration of impressive leadership as well as associated growth in both areas. As we continue to grow market share and revenues I have great confidence in their abilities to help us evolve and differentiate our brand, support our clients and advance Bond's leadership position in the loyalty industry.

Robinson has been with Bond since 2005 and most recently held the position of Senior Director, Loyalty Consulting & Solutions overseeing Bond's analytics and loyalty consulting teams to design, implement and optimize consumer loyalty and CRM programs. Scott has also been a key contributor and collaborator in the evolution of Bond's leadership position in loyalty and is a regular speaker and thought leadership contributor to the industry. In his new role, Scott will continue to evolve Bond's loyalty solutions and innovative offerings to further drive strategic business growth and deliver leading edge solutions and impressive results for major North American retail, consumer packaged goods, financial services and automotive brands.

Bowie, who has been with the agency since 2011 was promoted from Director, Live Brand Experiences, a position held since 2014. A tremendous people leader and change agent, Anne was charged with energizing and defining Bond's Live Brand Experience business and has made significant progress with evolving the Incentive Travel and Live Event offerings while concurrently driving new directions and growth for Bond's Experiential Marketing business. In her new role Bowie will continue to define the strategic direction and be the driving force behind the Live Brand Experience business expansion and delivery of impactful solutions that bring brands to life in memorable, innovative and engaging ways.

About Bond Brand Loyalty

Bond Brand Loyalty, a Maritz Company, is a leader in building brand loyalty for the world's most influential and valuable brands. We make the world more rewarding for customers, richer and more resilient for brands, and extremely profitable for our clients. We build measurable, authentic and long-lasting relationships through a combination of services that include loyalty solutions, customer experience, marketing research, customer analytics, live brand experiences and proprietary loyalty technology platforms. Visit our [website](#), follow us on [Twitter](#) or contact us at 1-844-277-2663.

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