

# Conversion Announces Senior Appointments, Brand Refresh



Jonathan Huth, CEO and President  
(ANGUS ROWE MACPHERSON)



Romina Tina Fontana, VP Brand & Business Affairs  
(ANGUS ROWE MACPHERSON)

**TORONTO, ON (April 21, 2016)** — Toronto-based agency Conversion is pleased to announce two senior appointments and a brand refresh. Conversion designs effective loyalty programs and intelligent email communications for top-tier brands such as Second Cup, LCBO, Kobo, Scotiabank, SiriusXM and Mastermind Toys.

**Jonathan Huth**, founding partner at Conversion, has been appointed CEO and President, continuing to guide his team to be one of the best in the industry. His 25 years of experience in CRM and loyalty for top clients, such as Scotiabank, Indigo, and AIR MILES, are driving the agency's focus and continued success.

“Conversion is a specialized agency for smart, data-driven marketers looking for measurable results from their loyalty and CRM programs,” says Huth. “Everyone is talking about digital and data analytics, but few agencies are delivering on the promise of greater loyalty and increased sales. Conversion is part of the next wave of intelligent marketing agencies, combining well-designed communications and rich customer data to drive real ROI for clients.”

**Romina Tina Fontana** joins Conversion as the VP of Brand & Business Affairs to lead agency growth and oversee branding and communications. Her fifteen years of experience started with a marketing role at Total Oil & Gas in Paris then evolved into client service and business affairs for Canada's top agencies including Taxi, Concrete and Viva & Co. Under Fontana's direction, Conversion also announces its new site ([driveconversion.com](http://driveconversion.com)) and a fresh approach to the company's social media presence.

“I'm excited about my dual mandate to grow the business and expand the best-in-class design team. In an era of agencies trying to be all things to all clients, it's refreshing to be focused on helping senior marketers solve both data and design challenges. Our recent work for some of Canada's most successful brands has consistently resulted in increased earnings and customer loyalty – always a winning combination.”

###

## FOR MORE INFORMATION:

Romina Tina Fontana, VP Brand & Business Affairs  
[romina@driveconversion.com](mailto:romina@driveconversion.com), +1 416 414 1580

