NAVIGATE

CRMC/2016

JUNE 15-17

FEATURING

ALDO GROUP / AVEDA / BELK
CHICO’S / DUNKIN’ BRANDS / ETSY
GAMESTOP / IKEA / LOEWE’S HOME IMPROVEMENT
JOURNEYS / PRICESMART / RACK ROOM SHOES

EXPERT SPEAKERS

BRIDGET BRENNAN / DANIEL BURRUS / SETH GODIN
JOHN DEIGHTON / MARK SCHARENBROICH
DAY ONE  Wednesday, June 15
10:00am - 5:00pm  Registration Desk, 8th Street North - First Floor Registration

11:30am - 1:30pm  Boulevard Rooms  (3) Workshops - Third Floor
Boulevard A  Bond Brand Loyalty: Personalloyalty – The Move from TX to CX in Creating Brand Loyalty
Boulevard B  Kobie Marketing: Converting Passive Loyalty into Active Advocacy
Boulevard C  Harte Hanks: Tweets, Pics, Clips, and Apps – The Mobile Experience

GENERAL SESSION - GRAND BALLROOM
2:00pm - 2:10pm  Welcome to CRMC 2016: Craig Wood, CRMC Host / Managing Director & Chief Engagement Officer – 360 Live Media
2:10pm - 2:25pm  Session Introduction: CrowdTwist
2:25pm – 3:15pm  Bridget Brennan  Why She Buys – How to Grow with Women Consumers in 2016 and Beyond
3:15pm – 3:45pm  Dunkin’ Brands  Optimizing Mobile and Digital to Deepen Engagement with Consumers

GENERAL SESSION - GRAND BALLROOM
3:35pm – 4:15pm  Lowes Home Improvement  Integration of Analytics into the Customer Journey
4:15pm – 5:00pm  GameStop  How the PowerUp Rewards Program Transformed GameStop into a Loyalty Company
5:00pm - 6:30pm  Grand Foyer & Normandie Lounge  Welcome Reception: Sponsored by CrowdTwist
7:00pm - 10:30pm  ZED451  CRMC Retailer Dinner. All Retailers Welcome.

DAY TWO  Thursday, June 16
7:00am - 8:00am  Boulevard Room  Breakfast: Sponsored by Bond Brand Loyalty

GENERAL SESSION - GRAND BALLROOM
8:00am - 8:20am  A Look Ahead – Who Owns the Customer? Dave Sims and Frank Grillo
8:20am - 8:25am  Session Introduction: CrowdTwist
8:25am – 9:15am  Bridget Brennan  Why She Buys – How to Grow with Women Consumers in 2016 and Beyond
9:15am – 9:55am  Dunkin’ Brands  Optimizing Mobile and Digital to Deepen Engagement with Consumers
9:55am – 10:15am  Grand Foyer & Normandie Lounge  Refreshment Break: Sponsored by Epsilon

CONCURRENT SESSIONS
Grand Ballroom - Second Floor
10:15am – 10:20am  Session Introduction: Epsilon
10:20am – 11:00am  PriceSmart  How the Customer Lifecycle Journey & Analytics Combine to Drive Growth
11:00am – 11:40am  Journeys  How to Market to Today’s Millennials with True 1:1
11:40am – 12:20pm  ALDO Group  Leveraging your Customer Data in an Omnichannel World

Continental Ballroom – First Floor
10:20am – 11:00am  Rack Room Shoes  Pumping Up Customer Loyalty
11:00am – 11:40am  Belk  Credit – Your Secret CRM Weapon
11:40am – 12:20pm  Etsy  Innovations in CX & Personalization at Critical Points in the Customer Lifecycle

12:20pm – 1:20pm  Williford Room  Luncheon: Sponsored by Yes Lifecycle Marketing
1:25pm – 2:55pm  Continental Ballroom  Speed Dating with Sponsors (exhibits open during Speed Dating)

GENERAL SESSION - GRAND BALLROOM
3:00pm – 3:05pm  Session Introduction: Yes Lifecycle Marketing
3:05pm – 3:20pm  Soles4Souls  Shoes that Help End Poverty
3:20pm – 4:00pm  John Deighton, Ph.D.  Connecting with Your Customers in the Age of Digital Disruption
4:00pm – 4:20pm  Grand Foyer & Normandie Lounge  Refreshment Break: Sponsored by Epsilon
4:20pm – 5:15pm  Mark Scharenbroich  Nice Bike: the Road to Making Meaningful Connections
5:15pm – 6:45pm  Grand Foyer & Normandie Lounge  Networking Reception: Sponsored by Actiom

DAY THREE  Friday, June 17
7:30am - 8:30am  Boulevard Room  Breakfast: Sponsored by Bond Brand Loyalty

GENERAL SESSION - GRAND BALLROOM
8:30am – 8:35am  Session Introduction: Bond Brand Loyalty
8:35am – 9:35am  Seth Godin  Welcome to the New Normal
9:35am – 10:15am  Aveda  The Beauty of Brand Loyalty
10:15am – 10:30am  Grand Foyer & Normandie Lounge  Refreshment Break: Sponsored by Epsilon

10:30am – 11:10am  IKEA  Optimizing Life Event Communications Through Big Data
11:10am-11:50am  Chico’s  Leveraging ‘Retail Science’ to Identify & Maximize Your Most Valuable Customer Relationships
11:50pm – 12:15pm  Raffle, Twitter Prizes Giveaway and Closing Comments
12:15pm  Adjourn
12:30pm – 2:00pm  Waldorf Ballroom  Advisory Board Luncheon

AGENDA AT A GLANCE
At Harte Hanks, we help you define, execute and optimize customer journeys to turn browsers into buyers and customers into brand advocates. We’re driven by data, focused on results and dedicated to helping you make customers smile across all touchpoints—while boosting your bottom line.

Stop by our VIP lounge in the exhibit area, let’s talk about what we can do for you.

contactus@hartehanks.com
To all of our friends, colleagues, returning attendees, and first-timers,

WELCOME TO CHICAGO! And to CRMC 2016, where together we will navigate through both familiar and unchartered waters, as we seek solutions to the challenges facing Retailers today.

As Customer Marketing professionals, we are all in the same boat when it comes to determining how to market to the new breed of consumer – how to reach them at the opportune moment, stay relevant, and sail ahead of the competition – while keeping our sights focused on the new breed of retailers that have appeared on the horizon. The CRMC provides a much-needed anchorage point for us all to share our stories and learn from one another.

With new technologies and strategies surfacing at every turn, we at CRMC have created an agenda that will help you steer through these rough waters.

Our opening Keynoter, Technology Forecaster and Business Strategist Daniel Burrus, will offer a crash course on Hard and Soft trends, showing us how to determine which new technologies will affect our direction as Retail Marketers. Next up on Day Two is Bridget Brennan, who will show us how to best market to women, (and in particular Millennial Women) who direct the majority of purchases. John Deighton, Professor of Business Administration at Harvard Business School, will encourage us to think critically in this age of digital disruption and gain an understanding of how to achieve a truly customer-focused approach. To lighten the load of a long day’s journey, Day Two will close with Emmy Award-winning entertainer, Mark Scharenbroich, who will show us how making meaningful connections can enhance our lives both professionally and personally. Day Three opens with one of our industry’s top-ranked captains, Seth Godin. Seth will provide us with a periscope through which to view the new world that we encounter every day.

Our crew would not be complete without the combined skills of our Retail Presenters, who take the stage to share with us both their victories as well as the tactical errors they have encountered along the way. ALDO Group takes us along on their journey, from selling the idea, to building a team, and finding the right partners. Aveda will demonstrate the payoffs that come from delivering a more personal and brand-aligned experience. Belk shows us how a private label credit program can result in deeper customer insights. Chico’s will explore how we can leverage retail science to create more authentic connections. Lowe’s Home Improvement demonstrates how they will integrate analytics in order to guide their customers. Dunkin’ Brands will outline how they optimize mobile across all digital touchpoints. Etsy will present research that shows how retailers can create competitively differentiating customer experiences. GameStop will describe their commitment to customer loyalty and how it has transformed the business. IKEA will demonstrate how big data can reveal changes in life events. Journeys will teach us the importance of focusing our marketing efforts around life stages. PriceSmart will discuss how data can enable timely, relevant lifecycle communications. And Rack Room Shoes will reveal how two separate loyalty programs attracted both mobile moms and shoe fashionistas to their stores.

Following the presentations, dock in one of the Sponsor lounges for a conversation, explore the sponsor kiosks, or coast upstairs to The Clubhouse to charge your devices and check email.

And don’t forget to get involved: raise your hand, ask questions, chat with our speakers, take part in Speed Dating as well as the Receptions, Breakfasts, Luncheon, and numerous Breaks. The elegant and intimate space offered here at the Hilton creates an atmosphere where you can open your sails and maximize your conference experience.

We look forward to taking this voyage with you.

DEVON WYLIE
CEO
CRMC

CRAIG WOOD
Managing Director and
Chief Engagement Officer
360 Live Media / CRMC Host

DAVE SIMS
VP of Marketing & Loyalty
La Quinta Inns & Suites / CRMC Chairperson
CAN YOU CONNECT WHAT YOU KNOW ONLINE WITH WHAT YOU KNOW OFFLINE?

Find out for sure with Acxiom’s new Data Science Safe Haven. Visit acxiom.com/dssh or call 888.3ACXIOM
“Bond Brand Loyalty has some of the strongest frameworks and methodologies guiding its strategic services in the market...”*

FORRESTER®

Brand loyalty is demonstrated through consistent action over time. In keeping with that, Forrester has named Bond Brand Loyalty a Leader in Customer Loyalty Solutions. We’re proud to again be recognized by industry analysts in this way.

Whether it’s a formal loyalty program or informalloyalty mechanics, we design, build and operate brand aligned solutions that help some of the world’s most beloved brands create meaningful differentiation.

Meet us at the show or give us a call—let’s talk with you about what our loyalty strategies can do for your brand.

*The Forrester Wave™: Customer Loyalty Solutions For Large Organizations, Q1 2016

1-844-277-BOND (2663)  bondbrandloyalty.com
BADGES  Please wear your badge at all times. Badges are required for access to conference events, and those not wearing badges will not be allowed access to event for security reasons.

BREAKFAST  Breakfast will be served Thursday from 7:00am - 8:00am, and Friday from 7:30am - 8:30am in the Boulevard Room on the Second Floor Mezzanine, next to The Clubhouse. The Boulevard Room can be accessed up the stairs at the far end of the Lounge Exhibit area. Breakfasts are sponsored by Bond Brand Loyalty.

BREAKS  The Coffee and Afternoon Refreshment Breaks are located in the Grand Foyer and Normandie Lounge, and will be held at 3:10pm on Wednesday; 9:55am and 4:00pm on Thursday; and 10:15am on Friday. Coffee and Refreshment Breaks are sponsored by Epsilon.

EXHIBITS  Diamond, Partner, and Platinum Sponsor conversation Lounges are located in the Grand Foyer and Normandie Lounge; and Gold and Silver Sponsor Kiosks are located in the Grand Foyer, just off the main ballroom. Lounges and kiosks are there for you to visit during Breaks and Receptions, or any other time during the event. A map of the exhibit area can be found on page 12.

EVALUATIONS  Your feedback is vital to us as we develop next year’s program. An electronic survey will be sent to you immediately following the event. For those of you who prefer to record your thoughts in real time, printed Evaluations are also available at the Registration Desk.

INTERNET  Complimentary in-room wifi is provided to all CRMC attendees staying in the Hilton Hotel. You will receive your password when checking in. Your in-room login will also work throughout the lobby and lounge area of the hotel. Wifi is available in the CRMC meeting space at The Clubhouse, upstairs in the Boulevard Foyer. The Clubhouse is sponsored by Merkle.

INTERVIEWS  Our videographer will be making the rounds during the event. If you would like to make a comment about the CRMC or our industry in general, and appear in our Highlights Video, please let him know.

MOBILE PHONES  Please remember to keep your phones in silent mode during the presentations.

LUNCHEON  Thursday’s Luncheon will be held from 12:20pm - 1:20pm in the Williford Room on the third floor. The Luncheon is sponsored by Yes Lifecycle Marketing.

PRESENTATION SLIDES  Conference presentations will be posted on our networking site (hosted by Bizzabo) following the event. Not all presentations are shared, however, so be sure to take notes.

Q&A  Don’t forget to raise your hand, identify yourself, and ask questions of our presenters. You may also tweet or use our 2Shoes app to anonymously post and vote on questions.

RAFFLE  Your raffle card can be found inside your badge holder. Visit 20 Sponsor Kiosks or Lounges to receive a sticker, and be entered to win an iPad and other great prizes at the end of the event. You must be present to claim your prize. See a list of prizes on page 38.

RECEPTIONS  The Welcome Reception will be held Wednesday from 5:00pm - 6:30pm, and is sponsored by CrowdTwist. The Networking Reception will be held Thursday from 5:15pm - 6:45pm, and is sponsored by Axiom. Both Receptions will be held in the Grand Foyer and Normandie Lounge.

RETAILER DINNER  The Third Annual Dinner will be held on Wednesday from 6:30pm - 10:30pm at Restaurant/lounge ZED451. The Dinner is co-hosted by Aimia, 89 Degrees, Movable Ink, Synchrony Financial, and VeraCentra. All attending Retailers are invited to network with their peers on the rooftop lounge, followed by dinner. If you are a Retailer and did not RSVP during registration but would like to attend, please let a CRMC Staff Member know. Transportation from the hotel will be available at 8th Street North (next to the CRMC registration area) from 6:30pm.

SPEED DATING  The Speed Dating Session with CRMC Sponsors will be held on Thursday from 1:25pm - 2:55pm in the Continental Ballroom on the first floor. If you have not completed or printed your Speed Dating Dance Card, please let a staff member know so we may process one for you. Please refer to Page 14 for a map of tables. Speed Dating is available only for our Retail and other BtoC attendees. Service Provider attendees are invited to visit the Sponsor Kiosks and Lounges during the session.

STAFF  Staff members wear identifying badges and are here to help, so please feel free to call on them for questions or assistance.
<table>
<thead>
<tr>
<th>SPONSORS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DIAMOND</strong></td>
</tr>
<tr>
<td><img src="image" alt="Harte Hanks" /></td>
</tr>
<tr>
<td><strong>PLATINUM</strong></td>
</tr>
</tbody>
</table>
| accenture  
High performance. Delivered. |
| AIMIA  
INSPIRING LOYALTY |
| brierley+partners*  
Experience Loyalty |
| SPC  
SPIRALITY PRINT COMMUNICATIONS |
| Synchrony  
Financial |
| Zeta  
Interactive |
| **GOLD** |
| 89DEGREES |
| Adobe |
| inteQ |
| DISCOVER® |
| Precision Dialogue |
| smarterHQ |
| vibes |
| Wiland  
DELIVERING THE FUTURE* |
| **SILVER** |
| Anchor Retail|
| aptos*  
Engaging Customer differently |
| clutch |
| custora |
| Olson  
1 to 1 |
| Quad  
Engage |
| [r]Dialogue |
| RR Donnelley |
| sessionm |
| Speedeon®  
DATA |
| VeraCentra  
a premier relationship agency |
| Wunderman |
| **RETAIL DINNER** |
| 89DEGREES |
| AIMIA  
INSPIRING LOYALTY |
| MovableInk |
| Synchrony  
Financial |
| VeraCentra  
a premier relationship agency |
| TouchPoints® |
| **MEDIA PARTNER** |
| 89DEGREES |
| AIMIA  
INSPIRING LOYALTY |
| MovableInk |
| Synchrony  
Financial |
| VeraCentra  
a premier relationship agency |
| TouchPoints® |
ENGAGEMENT DRIVES LOYALTY.

70.4% of consumers don’t receive points for engagement in loyalty programs, but more than half (54.6%) want to receive them.¹

¹ The CrowdTwist 2015 Loyalty Program Report
Raise your hand, introduce yourself, and ask a question of our speakers. They’ll appreciate it!

Send a question via Twitter to @CRMCRetail.

Go to 2shoesapp.com/crmc2016 to ask questions and vote on which questions you want answered.

3 WAYS TO ENGAGE AT CRMC 2016

1. Printing: Inline Web, Sheetfed & Digital
2. Mailpiece design
3. Complex automated and hand assembly
4. Mailing and logistics
5. Multi-channel solutions

PUSHING THE ENVELOPE

THE INDUSTRY INNOVATOR FOR DIRECT MARKETING COMMUNICATIONS

A PROUD SPONSOR OF CRMC
Epsilon is much more than a marketing agency. We’re an all-encompassing marketing partner for your brand. We find, acquire and retain customers for brands around the world.

First, we find out who you need to talk to, understand who they are, how they think and how to talk to them.

Then, we create targeted messages and experiences that hit the right media, mindset and moment to convert them into customers.

After we’ve helped you win their business, we help you win their hearts. We engage customers with your brand and turn them into your most loyal fans so great results become sustainable.
EXHIBIT MAP

FIRST FLOOR / LOBBY LEVEL

Registration
8th Street North
Concurrent Session
Continental
Speed Dating
Continental

SECOND FLOOR

Day One Workshops
Boulevard Rooms
Breakfasts
Boulevard Room
General Session
Grand Ballroom
Diamond, Partner & Platinum
Sponsor Conversation Lounges
Normandie Lounge
Gold and Silver Sponsor Kiosks
Grand Foyer
The Clubhouse
Boulevard Foyer

THIRD FLOOR

Luncheon
Williford

Gold & Silver Sponsor Kiosks

OLSON 1 to 1
WUNDERMAN
aptos
VeraCentra

RR DONELLEY
Quad
Signal
vibes

89 DEGREES
Precision Dialogue
DISCOVER
Adobe

Customer Communications Group, Inc.
Willand
Harte Hanks

Second Floor

Epsilon®
We help brands own the customer moment.

Giving them what they want, when they want it, in their moment of need.

Visit our booth to find out how
We’re helping UNIQLO grow by 350%. Now that’s a fashion statement.

Aggressive expansion is key to UNIQLO’s goal to become one of the largest apparel retailers in the world. We helped them completely transform and standardize their entire global business — from merchandise and supply chain, to inventory and store management — fueling expansion into major markets including China, the US, the UK and France. So far, sales have more than tripled, making Fast Retailing, with its flagship brand UNIQLO, the 4th largest private label in the world. That’s high performance, delivered.

Strategy | Consulting | Digital | Technology | Operations
REGISTRATION
10:00am - 5:00pm | Registration Desk, 8th Street North - First Floor

WORKSHOPS | BOULEVARD ROOMS
11:30am - 1:30pm
Boulevard A
Bond Brand Loyalty | Personal loyalty – The Move from TX to CX in Creating Loyalty
Boulevard B
Kobie Marketing | Converting Passive Loyalty into Active Advocacy
Boulevard C
Harte Hanks | Tweets, Pics, Clips, and Apps – The Mobile Experience
See full descriptions on page 36

GENERAL SESSION | GRAND BALLROOM
2:00pm – 2:10pm | Welcome to CRMC 2016
Craig Wood | CRMC Host / Managing Director & Chief Engagement Office – 360 Live Media
2:10pm – 3:00pm | Daniel Burrus | Futurist, Strategic Advisor, & Best Selling Author – Burrus Research
Transforming Retail with Strategic Foresight & Certainty
What do Apple, Warby Parker, and Amazon know that most retailers don’t know? There are new tools and strategies that can transform the customer experience, grow brand loyalty in amazing new ways, increase consumer engagement, and accelerate the results of omnichannel marketing. By learning to separate the Hard Trends that will happen from the Soft Trends that might happen, you can accurately anticipate technology-driven disruptions before they disrupt, problems before they happen so that you can pre-solve them, customers’ needs before they express them, and game-changing opportunities before the competition. Mastering these capabilities will position you and your organization to turn disruption and change into an advantage.
3:00pm - 3:10pm | Daniel Burrus Q&A

REFRESHMENT BREAK | GRAND FOYER & NORMANDIE LOUNGE
3:10pm – 3:30pm | Sponsored by EPSILON
POWERING LOYALTY LIKE NO OTHER

FORRESTER RESEARCH WAVE™ REPORTS RECOGNIZED AIMIA AS A LEADER IN CUSTOMER LOYALTY SOLUTIONS:

> Best overall solution
> Best technology platform capabilities
> Best strategy design
> Best loyalty management

Take your loyalty to the next level. Get started by contacting us at customer-loyalty.na@aimia.com or visit us at aimia.com

Forrester recognizes Aimia as a leader in customer loyalty solutions in two of its recent reports: “The Forrester Wave™: Customer Loyalty Solutions For Large Organizations, Q1 2016,” and “The Forrester Wave™: Customer Loyalty Solutions For Midsize Organizations, Q1 2016.” The Forrester Wave is copyrighted by Forrester Research, Inc. Forrester and Forrester Wave are trademarks of Forrester Research, Inc. Forrester does not endorse any vendor, product, or service depicted in the Forrester Wave. Information is based on best available resources. Opinions reflect judgment at the time and are subject to change.
<table>
<thead>
<tr>
<th>Time</th>
<th>Session Introduction</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>3:30pm – 3:35pm</td>
<td>Session Introduction</td>
<td>Drew May, GVP, Consumer Group – Acxiom</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>3:35pm – 4:05pm</td>
<td>Lowe’s Integration of Analytics into the CRM Customer Journey</td>
<td>Kerrie Adams, Director of Enterprise Analytics, Lowe’s</td>
</tr>
</tbody>
</table>

Lowe’s is embarking on an initiative to improve their customer’s home improvement journey, and realize that the integration of analytics is essential to understanding the needs and wants of consumers and pros in order to guide them in achieving their objectives. They intend to use each interaction as an opportunity to drive a meaningful and impactful relationship, creating trust as well as an emotional connection with the brand. In order to accomplish this, they need to gain an understanding of consumer and pro lifecycles and acknowledge that each customer is on a different and unique journey. Learn how Lowe’s is using analytics to better understand the needs of consumers, to provide each customer with the right information — wherever, whenever, and however they want it — ultimately leading to increased devotion and brand loyalty.

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>4:05pm – 4:15pm</td>
<td>Lowe’s Q&amp;A</td>
<td>Kerrie Adams, Director of Enterprise Analytics, Lowe’s</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>4:15pm – 4:50pm</td>
<td>GameStop How GameStop’s PowerUp Rewards Program Transformed GameStop into a Loyalty Company and Not Just a Company with a Loyalty Program</td>
<td>Mike Hogan, EVP of Strategic Business and Brand Development, GameStop, Jim Sturm, CEO, Brierley+Partners</td>
</tr>
</tbody>
</table>

Please join Mike and Jim as they discuss how GameStop has truly evolved from a company with a loyalty program to a loyalty company. This presentation will describe GameStop’s commitment to loyalty, customer relationship management, engagement and customer advocacy and how it continues to transform and guide the business today.

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>4:50pm – 5:00pm</td>
<td>GameStop Q&amp;A</td>
<td>Kerrie Adams, Director of Enterprise Analytics, Lowe’s</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5:00pm – 6:30pm</td>
<td>Welcome Reception</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>GRAND FOYER &amp; NORMANDIE LOUNGE</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sponsored by CROWDTWIST</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00pm – 10:30pm</td>
<td>Retailer Dinner</td>
<td></td>
</tr>
<tr>
<td></td>
<td>ZED451 RESTAURANT &amp; ROOFTOP LOUNGE</td>
<td></td>
</tr>
</tbody>
</table>

All retailers welcome. Co-Hosted by 89 Degrees, Aimia, Movable Ink, Synchrony Financial, & VeraCentra. Please RSVP when registering, or let a staff member know on-site that you plan to attend. Transportation is provided from the hotel, next to the CRMC Registration Desk.
As global loyalty + CRM innovators, Brierley+Partners leads the way to increased profitability. We offer the latest in everything you need to succeed. The thinking. The technology. The execution. Find out how Brierley+Partners can launch your company into the future of loyalty and CRM.

Contact us today.
800-899-8700 • brierley.com
### Breakfast | Boulevard Room

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00am - 8:00am</td>
<td>Sponsored by bond.</td>
</tr>
</tbody>
</table>

### General Session | Grand Ballroom

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00am - 8:20am</td>
<td>A Look Ahead: Who Owns the Customer?</td>
</tr>
</tbody>
</table>
|            | Dave Sims  
Vice President Marketing & Loyalty  
La Quinta Inns & Suites                                      |
|            | Frank Grillo  
CMO  
Harte Hanks                                               |
| 8:20am - 8:25am | Session Introduction                                                  |
|            | Geoff Smith  
CMO - CrowdTwist                                                         |
| 8:25am - 9:05am | Why She Buys - How to Grow Your Business with Women                    |
|            | Bridget Brennan  
CEO of Female Factor & Author - “Why She Buys”                        |
|            | Why Consumers in 2016 & Beyond                                         |
|            | In this enlightening presentation based on her acclaimed book, “Why She Buys”, Bridget Brennan educates audiences on how to evaluate their business through the lens of the world’s most powerful consumers: women. Bridget highlights key demographic and marketplace trends impacting women's purchasing habits, with a particular focus on Millennial women. Key topics covered include how the mass documentation of Millennials' lives impacts store choice, how delayed marriage and delayed household formation affect customer marketing efforts, and why inspiration is such a crucial component for engaging this demographic. Bridget brings powerful insights to life through examples and best practices in marketing to women, and explains how to apply these insights to Retail businesses. |
| 9:05am - 9:15am | Bridget Brennan Q&A                                                   |
| 9:15am - 9:45am | Dunkin’ Brands - Optimizing Mobile to Deepen Engagement with Consumers |
|            | Dunkin’ Brands  
President, Global Marketing & Innovation  
Dunkin’ Brands                                           |
| 9:45am - 9:55am | Dunkin’ Brands Q&A                                                   |

### Refreshment Break | Grand Foyer & Normandie Lounge

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:15am - 9:35am</td>
<td>Sponsored by Epsilon</td>
</tr>
</tbody>
</table>
ENGAGEMENT IS THE NEW CUSTOMER RETENTION

Contrary to popular belief, you don’t need a major technology investment to drive loyalty & engagement.

One Kobie client reports a 215% increase in incremental revenue from engaged vs. non-engaged customers. They’re also seeing a 64% shift in behaviors through optimized channels and communications.

Email us at info@kobie.com to learn more.
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:15am – 10:20am</td>
<td>Session Introduction <a href="#">Jeff Kindle</a> Practice Lead L/CX – Epsilon</td>
</tr>
</tbody>
</table>
| 10:20am – 10:50am | **PriceSmart**  
How Customer Lifecycle Journey & Analytics Combine to Drive Growth |
|               | The lifecycle model, coupled with behavioral analytics that anticipate the customer decision-making journey, is now central to customer relationship strategy as well as a key brand differentiator to drive improved financial performance and business growth. Yet many of us face the challenge of establishing the technology foundation critical to integrating customer insight into journey design and message execution. Attend this session and learn how PriceSmart, the largest operator of membership warehouse clubs in Central America, The Caribbean and Colombia has overcome this challenge. As a membership club (a model similar to US Costco or Sam’s Club), success depends on member loyalty and annual renewals. Interpreting data to identify lifecycle status and directing member communications to improve renewals is high stakes for the fast - growing PriceSmart enterprise. Jose Luis and Dave will discuss how data is transformed into member insight, then distributed to regional marketing teams across 13 countries to enable timely, relevant lifecycle communications. Learn how behavioral analytics informs the customer lifecycle journey, identify ways you can distribute insights (even across countries) for fast use in relevant communications and how lifecycle marketing impacts growth and bottom line performance. |
|               | [Jose Luis Marin](#)  
Senior VP Marketing & Member Services  
PriceSmart |
|               | [David Resnick](#)  
Vice President of Client Solutions  
VeraCentra |
| 10:50am – 11:00am | PriceSmart Q&A |
| 11:00am – 11:30am | **Journeys**  
How to Market to Today’s Millennials with True 1:1 |
|               | If you’re in the business of being a millennial-focused brand today (Hint: most brands are as millennials age), you have to be savvy enough to navigate an aging customer-base. And you must be nimble and flexible enough to evolve your strategy into 1:1 relationships. While this seems challenging, it’s a lot simpler than you think. Everyone is talking about millennials but the primary conversations are missing the mark. This session will explore recent research, which focuses on marketing to millennials by life stage. Findings from the research indicate that marketers must move past thinking about this generation by age. Age doesn’t determine preferences and behaviors, life stage does. Attendees will learn why targeting millennials by life stage is important, how to reach this tech-savvy generation as a tech-savvy marketer and how to use data to move past silos to achieve a customer-centric journey. Attendees will leave this session thinking about the customer experience, ready to step into the shoes of millennials and understand how technology combined with data and messaging can play a role in driving conversions for this notoriously hard to reach segment. |
|               | [Wade Jones](#)  
Vice President, Direct to Consumer and CRM  
The Journeys Group |
|               | [Jean-Yves Sabot](#)  
Vice President, Retail  
Epsilon |
| 11:30am – 11:40am | Journeys Q&A |
| 11:30am – 11:40am | Journeys Q&A |
New Frontiers

Loyalty Card Issuance
Completely Variable Print
New Customer Acquisition
Ongoing Reward Marketing
Membership Program Upgrades
Reactivation Campaigns
Trigger Campaigns
Card Replacement Fulfillment
Years of Direct Marketing Success
**ALDO Group  Leveraging Your Customer Data in an Omnichannel World**

When Ian Richards joined ALDO Group in late 2014, he was faced with the monumental challenge of building a multi-brand, global CRM program from scratch. ALDO Group needed to get closer and more relevant to its customers to improve their experience across all channels and drive sales. But where to begin? In this session, Ian reflects on his challenge and shares his vision. And he’s joined by Olson 1to1’s Margaret Murphy, whose team’s experience has been instrumental in bringing this vision to life. Like most retailers, ALDO Group’s customer identification was low. Improving customer identification at the point of sale, along with offering the right content strategy across ALDO Group’s multi-brand, global footprint, had to be priorities. Learn first-hand from Ian’s experience as he and Margaret share with you ALDO Group’s journey, touching on several topics, including how to build the right team structure, how to sell your idea up and across a traditional retail organization, which types of vendors to partner with, and how to measure and report results to maintain momentum.

Ian Richards  
VP, CRM & Analytics  
ALDO Group

Margaret Murphy  
President & COO  
Olson 1to1

**Rack Room Shoes  Pumping Up Customer Loyalty**

This retailer combines data, research, and mobile email to deliver high-heeled digital loyalty...

Keeping pace with the on-the-go shoe lovers who comprise their customer base is top priority for Rack Room and Off Broadway Shoe Warehouse – the US operations for the Dieckmann Group, the world’s largest shoe retailer. So, after conducting extensive research and data analysis, the retailer launched two loyalty programs over the course of a single year to attract and retain both mobile moms and shoe fashionistas. After three years into both programs, a combined 7.4 million customers have enrolled and the retail group has captured 20% more of its customers’ overall shoe budget. Join Paul and Sandra to learn the strategy and execution behind the success of the loyalty program. They will explain the drivers behind the launch of the digitally focused loyalty program, along with the research and data that informed their decisions. Also covered will be the overall channel strategy for the loyalty program, the digital elements of the program, and how it integrates with other channels. Attend this session to hear strategies, insights, and lessons learned in researching and rolling out the program.

Paul Voss  
Director of CRM  
Rack Room Shoes/Off Broadway Shoe Warehouse

Sandra Gudat  
CEO  
Customer Communications Group

---

**CONCURRENT SESSION**  
**CONTINENTAL BALLROOM – FIRST FLOOR**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:40am – 12:10pm</td>
<td>ALDO Group  Leveraging Your Customer Data in an Omnichannel World</td>
</tr>
<tr>
<td>12:10pm – 12:20pm</td>
<td>ALDO Group Q&amp;A</td>
</tr>
<tr>
<td>10:20am – 10:50am</td>
<td>Rack Room Shoes  Pumping Up Customer Loyalty</td>
</tr>
<tr>
<td>10:50am – 11:00am</td>
<td>Rack Room Shoes Q&amp;A</td>
</tr>
</tbody>
</table>
What are you working forward to?

At Synchrony Financial, we partner with businesses to provide the payment tools and technology that give customers the buying power they need. Every day, at over 350,000 partner locations, we help people and businesses fulfill their ambitions.
<table>
<thead>
<tr>
<th>Time</th>
<th>Session Name</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:00am – 11:30am</td>
<td><strong>Belk</strong> Credit – Your Secret CRM Weapon</td>
<td>Belk goes beyond loyalty alone and discusses the value of a loyalty program combined with credit. How can retailers maximize their issuer partnership and get the most of their credit card program? And, if they don't have a credit program, what are some benefits and challenges? Belk will discuss how their private label credit program resulted in deeper customer insights and personalization and how the program is different from multi-tender loyalty. Success factors will also be discussed, as well as pitfalls to avoid.</td>
</tr>
<tr>
<td></td>
<td>Sara Patterson</td>
<td>Director of Credit Belk</td>
</tr>
<tr>
<td></td>
<td>Whit Goodrich</td>
<td>Chief Marketing Officer, Retail Card Synchrony Financial</td>
</tr>
<tr>
<td>11:30am – 11:40am</td>
<td><strong>Belk</strong> Q&amp;A</td>
<td></td>
</tr>
<tr>
<td>11:40am – 12:10pm</td>
<td><strong>Etsy</strong> Innovations in CX &amp; Personalization at Critical Points in the Customer Lifecycle</td>
<td>Powerful CX research findings and innovations at Etsy... New VoC research findings indicate that consumers expect competitively differentiating customer experiences and “smart” personalization at key points in their customer lifecycles. Per the research, most marketers are failing to deliver these experiences. Brittany will share real world examples covering how Etsy is using customer insights to guide high quality customer engagement and personalization at key points in customer’s life cycles and across the complex omnichannel mix. DMA Marketing Hall of Famer Ernan Roman will present transformational VoC research findings regarding the extremely personalized communications and experiences expected by today’s consumers at nine key points in the customer lifecycle. He will also explain how to obtain deep human data in today’s privacy sensitive environment. The session will conclude with Nine Action Items for transforming your Customer Experience.</td>
</tr>
<tr>
<td></td>
<td>Brittany Williams</td>
<td>Senior Product Marketing Manager Etsy</td>
</tr>
<tr>
<td></td>
<td>Ernan Roman</td>
<td>President ERDM Corp</td>
</tr>
<tr>
<td>12:10pm – 12:20pm</td>
<td><strong>Etsy</strong> Q&amp;A</td>
<td></td>
</tr>
</tbody>
</table>

**LUNCHEON** WILLIFORD ROOM

**12:20pm – 1:20pm** Sponsored by

**SPEED DATING WITH SPONSORS** CONTINENTAL BALLROOM

**1:25pm – 2:55pm** Exhibits open during Speed Dating session. See map on page 14.
<table>
<thead>
<tr>
<th>GENERAL SESSION</th>
<th>GRAND BALLROOM</th>
</tr>
</thead>
<tbody>
<tr>
<td>3:00pm – 3:05pm</td>
<td>Session Introduction Kelly Kennedy SVP Global Sales – Yes Lifecycle Marketing</td>
</tr>
<tr>
<td>3:05pm – 3:20pm</td>
<td><strong>Sole4Souls</strong> Shoes that Help End Poverty</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>3:20pm – 3:50pm</td>
<td>John Deighton, Ph.D. Baker Foundation Professor of Business Administration at Harvard Business School, Harte Hanks Marketing Advisory Board Member</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>3:50pm – 4:00pm</td>
<td>John Deighton, Ph.D. Q&amp;A</td>
</tr>
<tr>
<td>REFRESHMENT BREAK</td>
<td>GRAND FOYER &amp; NORMANDIE LOUNGE</td>
</tr>
<tr>
<td>4:00pm – 4:20pm</td>
<td>Sponsored by</td>
</tr>
<tr>
<td>4:20pm – 5:05pm</td>
<td>Mark Scharenbroich Award Winning Speaker and Author, “Nice Bike”</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>5:05pm – 5:15pm</td>
<td>Mark Scharenbroich Q&amp;A</td>
</tr>
<tr>
<td>NETWORKING RECEPTION</td>
<td>GRAND FOYER &amp; NORMANDIE LOUNGE</td>
</tr>
<tr>
<td>5:15pm – 6:45pm</td>
<td>Sponsored by acxiom</td>
</tr>
</tbody>
</table>
POWERRFUL SOLUTIONS.
PROVEN RESULTS.

Visit Us in the Normandie Lounge to Learn How You Can Win with Zeta CRM!

info@zetainteractive.com
### BREAKFAST  BOULEVARD ROOM

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30am-8:30am</td>
<td>Sponsored by Bond Brand Loyalty</td>
</tr>
</tbody>
</table>

### GENERAL SESSION  GRAND BALLROOM

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30am – 8:35am</td>
<td>Session Introduction  Sean Claessen  EVP of Strategy &amp; Executive Creative Director – Bond Brand Loyalty</td>
</tr>
</tbody>
</table>
| 8:35am – 9:25am | Seth Godin  Author, Entrepreneur, Speaker  
*Welcome to the New Normal*

Seth Godin is the author of 18 bestselling books, a compelling speaker and a successful entrepreneur. In this fast-moving talk, he’ll fit you with a new pair of glasses, a new way of seeing how our post-industrial, possibly post-retail world is already working. From the Purple Cow to the tribes we lead, Godin is famous for helping leaders and organizations leap into the opportunities that the digital revolution has created. It doesn’t pay to wait for the next big thing. It’s already here.

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:25am – 9:35am</td>
<td>Seth Godin Q&amp;A</td>
</tr>
</tbody>
</table>
| 9:35am – 10:05am | AVEDA  The Beauty of Brand Loyalty  
Rachael Ostrom  Executive Director, Consumer Engagement  AVEDA  
Sean Claessen  EVP of Strategy & Executive Creative Director  Bond Brand Loyalty |

AVEDA is a leader in plant-based hair, skin and body care professional products. In this session, Rachael and Sean will share the history and evolution of AVEDA’s own paid Loyalty Program, Pure Privilege, and the impressive role it plays with known customers across e-commerce, their own retail and throughout their indirect salon channel. The discussion will span typical redesign objectives for tenured programs, new approaches to answering those and broader brand objectives, and payoffs that differentiate a brand by delivering a more personal, brand aligned and valuable “known customer” experience. Brand Loyalty is a beautiful thing.

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:05am – 10:15am</td>
<td>AVEDA Q&amp;A</td>
</tr>
</tbody>
</table>

### REFRESHMENT BREAK  GRAND FOYER & NORMANDIE LOUNGE

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:15am – 10:30am</td>
<td>Sponsored by Epsilon</td>
</tr>
</tbody>
</table>
89 Degrees is a leading provider of customer engagement agency services and marketing technology designed to drive greater analytic insight and higher marketing ROI.

Please visit us at www.89degrees.com/crmc to see some examples of the work we do for our blue chip clients.

- **Omnichannel Customer Engagement**: 89 Degrees partnered with IKEA to develop and roll out IKEA Family, the end to end program that connects in-store and web channels and applies advanced analytics to drive maximum relevance and engagement for over 10MM members.
- **Loyalty Programs**: A great example of our innovative loyalty approach is Hyundai, where we developed and launched a rewards program that represents a first for the auto industry.
- **Advanced Analytics**: Our team of marketing scientists combined predictive modeling and SAS Marketing Optimization software, and took ROI to a whole new level for a Fortune 100 Grocery/Drug Retailer.
- **Database Solutions and Consulting**: We specialize in SAS based solutions, including our hosted 89 Degrees SAS Marketing Cloud. Our consultants can also help optimize the data and campaign design on your SAS environment, as we did for a client in the publishing vertical.

Learn more at www.89degrees.com/crmc

Please join 89 Degrees and IKEA for “Optimizing Lifecycle Communications through Big Data” on Friday, June 17th from 10:30 - 11:10AM!

Adobe Marketing Cloud

Don’t just reach your customers. Know them.

We can help you bring together all of your data and content into a single place, so you can deliver the ideal experience to every customer, every time.
<table>
<thead>
<tr>
<th>Time</th>
<th>Session Title</th>
<th>Presenter(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:30am-11:00am</td>
<td><strong>IKEA</strong> Optimizing Life Event Communications through Big Data</td>
<td>Ashley Wahl (CRM Specialist, IKEA) Ted Silverman (Senior Director, Planning &amp; Customer Engagement, 89 Degrees)</td>
</tr>
<tr>
<td>11:00am-11:10am</td>
<td>IKEA Q&amp;A</td>
<td></td>
</tr>
<tr>
<td>11:10am-11:40am</td>
<td><strong>Chico’s</strong> Leveraging “Retail Science” to Identify and Maximize Your Most Valuable Customer Relationships</td>
<td>Rachel Minerva (Vice President, Customer &amp; Marketing Analytics, Chico's) Corey Pierson (CEO, Custora)</td>
</tr>
<tr>
<td>11:40am-11:50am</td>
<td>Chico’s Q&amp;A</td>
<td></td>
</tr>
<tr>
<td>11:50am-12:15pm</td>
<td>Raffle, Twitter Prizes Giveaway and Closing Comments</td>
<td></td>
</tr>
<tr>
<td>12:15pm</td>
<td>Adjourn</td>
<td></td>
</tr>
</tbody>
</table>

**COMMITTEE LUNCHEON**

**WALDORF ROOM, 3RD FLOOR**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:30pm-2:00pm</td>
<td>Committee Luncheon</td>
</tr>
</tbody>
</table>
With CCG, you get strategic CRM/loyalty support wherever, however, whenever YOU need it.

➤ Full, turnkey services or fill-in, supporting roles
➤ One-time projects or ongoing programs
➤ Flexibility to fit your budget
➤ Fresh, objective perspectives
➤ 100% experienced, senior staff
➤ 30+ years helping retailers build and maintain profitable customer relationships

Give us 3 minutes and discover how CCG can help you succeed.

800.525.0313, ext. 103
sandra@customer.com
customer.com/crmc

Your Customers. Our Cardmembers.
A Perfect Match.

Partner with Discover Deals™ and watch your business grow with custom campaigns, flexible redemption options and robust digital opportunities. Leverage our advanced targeting capabilities and analytical support to create efficient and effective marketing campaigns. Whether it’s new customer acquisition or increasing loyalty, Discover Deals can connect you directly with customers to help grow your business.

Stop by our kiosk in the Grand Ballroom Foyer for a live demo of Discover Deals
Inte Q develops loyalty, CRM and membership marketing programs to enhance your customers’ experience and strengthen relationships, while increasing lifetime value.

From data analytics, customer journey mapping, campaign strategy, design and execution, our programs drive incremental revenue and profit.

We’ve helped clients engage their customers, retain them, and keep them happy for more than 35 years. We create customer love.

/ 630.874.2424 / INTEQINSIGHTS.COM

A LEADER IN CUSTOMER ENGAGEMENT STRATEGY

Ranked as a leader among 11 firms, scored against 32 criteria within three categories.

Among the highest scores in analytics and measurement, strength of management team and employee retention.

Highest score among all vendors in customer obsession criteria, which is derived from account management, client satisfaction, and client growth subcriteria.

FROM THE REPORT: “And [Precision Dialogue’s] customer engagement services — including strategy consulting, journey map development, creative services, program execution, and emotional response measurement — lead this evaluation.”

— The Forrester Wave™: Customer Insights Services Providers, Q4 ’15 For Customer Engagement Strategy

Visit precisiondialogue.com/wave to download the full research report.
CRMC Advisory Board Chair
Dave Sims
Vice President Loyalty Marketing
La Quinta Inns & Suites

CRMC Host
Craig Wood
Managing Director & Chief Engagement Officer
360 Live Media

Michael Anderson
Vice President, Marketing
Sears Holdings

Sean Breckenridge
Senior Director of Marketing
Bass Pro Shops

Kimberley Brennan
Director, Loyalty Programs
Peet’s Coffee & Tea

Chuck Chapek
VP, CRM Customer Engagement & Analytics
Brooks Brothers

Paulo Claussen
Director of Loyalty
ULTA

Tiffany Cooley
Vice President of Marketing
Bon-Ton Stores

Kelly Eisinger
Director of CRM
Victoria’s Secret

Joy Garcia
VP, Customer & Brand Marketing
Stage Stores

Mara Kelly
Vice President, CRM & Loyalty
Toys“R”Us

Reisa Krumin
Director of Enterprise Analytics
JCPenney

Maggie Lang
Senior Director Loyalty & Relationship Marketing
Kimpton Hotels & Restaurants

Danielle Leveille
Director of CRM
Wolverine Worldwide

Carol McIntyre
VP, CRM & Loyalty
L’Oreal

Cecelia McLaughlin
Vice President Direct Marketing
Macy’s

Jenn McMillen
Chief Accelerant
Incendio

Eric Messerschmidt
Vice President Strategy, Loyalty and CRM
ULTA

Danielle O’Connor
Vice President, Loyalty
T.J.X

Charles Pascalar
Vice President of Global Marketing
Payless ShoeSource

Kara Quinn
AVP, Customer Engagement
Dessbarn

Robin Ross
Senior Director, Corporate Marketing & Membership
Costco Wholesale

Nicola Saraceno
Group Director, VP Global CRM
Luxottica Group

Linda Spellman
Vice President, CRM and Direct Marketing
Carter’s

Yoshi Tanaka
Director
American Airlines

Erica Thompson-Moran
CRM & Ecommerce Consultant
ACRE Consulting
**Harte Hanks**  **Tweets, Pics, Clips, and Apps – The Mobile Experience**

Your customers are communicating differently today—in short burst mobile moments that turn into longer term engagements. They are checking you out on their mobile devices throughout their buyer journey, perhaps even in your store. They snap and share pictures. Write reviews on the fly. Tweet about their store experience. Compare prices. The whole shebang. The big question is: what are you doing about it? Most marketers are not doing enough to capitalize on your shopper’s mobile engagement moments (MEMs). And that means missing out on sales and ROI impact. In this session, CRM strategy and customer experience veterans Michele Fitzpatrick and Jeannette Kocsis from Harte Hanks will share their expertise and insights on how to recognize and capitalize on your shopper’s mobile engagement moments. In this must-see session they will share a snapshot of the mobile ecosystem and why it matters to retailers NOW. They will reveal case study examples and practical guidance for how to monetize your mobile customer experience—even if you are just getting started in mobile. They will provide guidance on what it means to think and behave in the “mobile first” mode. And they will lead the group through hands-on interactive exercises to demonstrate some tips and tricks for how to evaluate your current mobile effectiveness.

**Kobie Marketing**  **Converting Passive Loyalty into Active Advocacy**

There is a spectrum of consumer consideration in the innovation of brands, products and services. On one end there is innovation for the sake of product innovation. On the other end there is product innovation entirely inspired by consumers’ needs, wants and aspirations. The consumer journey for each of these scenarios is equally as polar. In the first incident the consumer journey is an afterthought and marketing is tasked with bringing the masses to the product. In the second scenario a fully personalized customer experience is created that converts loyal consumers into emotional and profitable brand advocates. In this workshop learn how to tap into your consumers aspirations to drive innovation, leverage advances in production technology to deliver truly relevant and personalized consumer experiences and develop long-term, data-driven strategies that convert loyal brand consumers into active brand evangelists.
Only 1 platform lets you see every customer in 3D

Learn how we make all of your customer data accessible – so you can personalize every experience and make your brand stand out.

Read about the Modern Marketing Architecture™ and how it frees you up to embrace all types of data and communicate across any channel.

Download our new white paper at www.redpoint.net/crmc

We connect brands to real people.

One integrated solution operating at the speed of consumers – so every interaction, on every device and channel is relevant.

Discover how Signal's platform makes people-based marketing simple.

Visit www.signal.co
GIVE-AWAYS

RAFFLE PRIZES

Collect 20 stickers for your card and submit to a CRMC Staff Member before the end of the show.*

Thanks to our contributing sponsors!

TWITTER CONTEST

Tweet pics of the event to @CRMCRetail and #CRMC2016. The Twitter account with the most pics wins a prize at the end of the event.*
73% of consumers prefer a personalized experience. Are you delivering it consistently?

SmarterHQ is the contextual marketing technology brands use to drive conversion & loyalty. We combine real-time behavior recognition with historical data to power industry-leading, personalized email & website experiences.

Learn more today at smarterhq.com
BRIDGET BRENNAN
Author, Why She Buys & CEO
Female Factor

Bridget Brennan, a pioneer in marketing and selling to women, is the author of the acclaimed book Why She Buys: The New Strategy for Reaching the World’s Most Powerful Consumers (Crown Business, 2009, 2011) and the world’s most popular speaker on this subject. She is the Founder and CEO of the strategic consultancy, Female Factor. Her book was called ‘essential reading’ by The Wall Street Journal, ‘required reading for anyone burdened with a Y chromosome’ by Fortune Small Business and was named a ‘Top 10 Marketing Book’ by MediaTrust. She is a contributing writer on the subject of marketing and selling to women for Forbes and one of the world’s most popular speakers on the subject. Bridget has served as an instructor at Northwestern University’s Medill School marketing communications graduate program, a guest lecturer at the Kellogg School of Management (the top-ranked business school in the US) and is a popular speaker at industry conferences worldwide. She is a member of the Forbes Executive Women’s Advisory Board, a founder of the Marketing to Moms Coalition, a member of the Economic Club of Chicago and the Network of Executive Women. Bridget developed her expertise as an agency executive, creating programs for major clients such as Whirlpool, Johnson & Johnson, Pizza Hut, Colgate-Palmolive, United Airlines and AT&T, among others. Prior to founding Female Factor, Bridget ran the consumer marketing practice of Edelman’s Zeno Group, and founded that agency’s Speaking Female division. A graduate of Texas A&M University, Bridget is based in Chicago, the headquarters of Female Factor.

DANIEL BURRUS
Futurist, Strategic Advisor, and Best-Selling Author
Buruss Research

Daniel Burrus is considered one of the World’s Leading Futurists on Global Trends and Innovation. The New York Times has referred to him as one of the top three business gurus in the highest demand as a speaker. He is a strategic advisor to executives from Fortune 500 companies, helping them to develop game-changing strategies based on his proven methodologies for capitalizing on technology innovations and their future impact. His client list includes companies such as Microsoft, GE, American Express, Google, Toshiba, Procter & Gamble, Honda, and IBM. He is also a featured writer on the topics of innovation, change and the future for CNBC, Huffington Post, and Wired Magazine to name a few. Daniel has been the featured subject of several PBS television specials and has appeared on programs such as CNN, Fox Business, and Bloomberg, and is quoted in a variety of publications, including The Wall Street Journal, Financial Times, Fortune, and Forbes. He has founded six businesses, four of which were national leaders in the United States in the first year. He is the CEO of Buruss Research, a research and consulting firm that monitors global advancements in technology driven trends to help clients profit from technological, social and business forces that are converging to create enormous, untapped opportunities. Daniel’s accurate predictions date back to the early 1980s where he became the first and only futurist to accurately identify the twenty technologies that would become the driving force of business and economic change for decades to come. Since then, he has continued to establish a worldwide reputation for his exceptional record of predicting the future of technology driven change and its direct impact on the business world.

JOHN DEIGHTON, PH.D.
Baker Foundation Professor of Business Administration - Harvard Business School, & Harte Hanks Marketing Advisory Board Member

John is an authority on consumer behavior and marketing, with a focus on digital and direct marketing. He is the former director of the Journal of Interactive Marketing and is currently developing a course on Big Data in Marketing. He founded the HBS Digital Marketing program and taught Digital Marketing Strategy. John’s research on marketing management and consumer behavior has been published in a variety of journals (for example, the Journal of Consumer Research and the Harvard Business Review). John has a Ph.D. in Marketing from the Whartons School, University of Pennsylvania and an MBA from the University of Cape Town.
SETH GODIN

Best-Selling Author, Entrepreneur, and Public Speaker

Seth is the author of 17 books that have been best sellers around the world and have been translated into more than 35 languages. He writes about the post-industrial revolution, the way ideas spread, marketing, quitting, leadership and most of all, changing everything. You might be familiar with his books Linchpin, Tribes, The Dip and Purple Cow. In addition to his writing and speaking, Seth has founded several companies, including Yoyodyne and Squidoo. His blog (which you can find by typing “seth” into Google) is one of the most popular in the world. In 2013, Seth was inducted into the Direct Marketing Hall of Fame, one of three chosen for this annual honor. Recently, he once again set book publishing on its ear by launching a series of four books via Kickstarter. The campaign reached its goal after three hours and ended up becoming the most successful book project ever done this way. His latest, The Icarus Deception, argues that we’ve been brainwashed by industrial propaganda, and pushes us to stand out, not to fit in.

MARK SCHARENBROICH

Award Winning Speaker and Author, Nice Bike

Mike is Chief Operating Officer of Aginity, which enables some of the world’s largest brands and retailers in the world to predict and Own their Customer’s Journey. Aginity’s software organizes and integrates all relevant data in one place and creates enterprise-wide analytics for a single version of the truth, fueling smarter campaigns, generating higher conversion rates and increased customer engagement. Mike has a broad range of senior management experiences with Fortune 500, Start Up, Leveraged Buy Out and Management Consulting firms. His experience spans Retail, Consumer Products, Services, Analytics Software, Information Services, Customer Engagement and Communication sectors, for companies like Kraft, AIMIA, IRI and Cap Gemini. Mike holds Masters in Management from the Kellogg School of Business, where he was a Fulbright Scholar. He also holds a Masters in Applied Food Science from Reading University in the United Kingdom.

KERRIE ADAMS

Director of Enterprise Analytics

Lowe’s

Kerrie Adams has been an analytics professional for the last 20 years. She holds a B.S. in Mathematics from Otterbein College as well as a Masters of Applied Statistics from The Ohio State University. Kerrie began her career at Battelle Memorial Institute in Columbus, OH where she spent 5 years as a statistician and SAS programmer. Since then, she has worked as an analytics leader in various industries spanning from pharmaceuticals to facility maintenance to retail. She also spent over seven years teaching college statistics motivating the analytical minds of business students. Throughout her career, she has played an active role in mentoring students and associates and has been involved in speaking at various conferences and universities. She is currently Director of Enterprise Analytics at Lowe’s where she leads a global team focusing on customer and marketing initiatives since August 2014.

DAVID ANDREADAKIS

Vice President of Loyalty Strategy

Kobie Marketing

David is responsible for the loyalty strategy and business development at Kobie Marketing. He has extensive experience analyzing the strategic and financial aspects of loyalty strategy and program development for clients and their customers, as well as providing insights that will help enhance Kobie’s design, analytical, behavioral and platform offerings. Prior to joining Kobie, David was the Director of Strategy and Business Development at AIMIA and was tasked with ensuring the optimal selection of strategies and tactics to meet the needs of clients, as well as overseeing the design of these programs to drive maximum value. Before his time at AIMIA, David worked in consulting and sales for global companies that included Oracle, American Express Financial Advisors and Acosta Sales and Marketing. His expertise in behavioral economics has been applied in marketing analytics and risk assessment software.
SEAN CLAESSEN
EVP, Strategy & Executive Creative Director
Bond Brand Loyalty

Sean leads creative and strategy for Bond Brand Loyalty, and has been a leader with Bond since 2008. He has extensive experience in youth marketing, heavy digital innovation, and developing experiential campaigns for brands such as The Home Depot, BlackBerry, Ford, SCENE, Cineplex, West 49, the SPC program, Solo Mobile, Mattel, Puma, various ministries of the Ontario Government, and several not-for-profit organizations and causes. Sean’s experience has garnered a strategic understanding of above- and below-the-line advertising and promotion, a wealth of knowledge in direct mail, experiential marketing, and a myriad of forms of digital, interactive development. A focus on mixing traditional and non-traditional creative, and the breadth of tactical knowledge governed by strong strategy that’s founded in consumer insight make Sean a valuable contributor to the Executive Leadership Team. Leading a team of Strategists, Creative Directors, Art Directors and Writers, Sean’s focus is on creating valuable and potent brand experiences for our clients that blur the line between breakthrough creative and innovative strategy. Sean is a frequent speaker at conferences throughout North America, focused on brand experience, loyalty, and digital vocabularies like social and mobile.

JOHN COSTELLO
President, Global Marketing and Innovation - Dunkin’ Brands, & the Current Global Chairman of the Mobile Marketing Association

At Dunkin, John has had global responsibility for Dunkin’ Donuts and Baskin-Robbins advertising, marketing, consumer engagement, digital, mobile and social marketing, consumer and business intelligence, and oversaw research and product development, the culinary team and retail channel development efforts for both brands globally. One of the early pioneers of omni-channel marketing, John has served as the EVP of Merchandising and Marketing at The Home Depot, Senior EVP of Sears, Chief Global Marketing Officer of Yahoo and President and COO of Nielsen Marketing Research U.S. John began his career at Procter & Gamble, where he held a number of senior marketing and brand management positions and served as Senior Vice President of Marketing and Sales at Pepsi-Cola, USA. John was named one of the 30 Most Influential People in Marketing by Advertising Age, one of the Top 50 Marketers by Adweek, one of the Top 10 Merchants by DSN Retailing Today and was elected to the Retail Advertising Hall of Fame. He is a director of Fantex, Inc., xAD, Inc. and the Yellowstone Park Foundation, and is past Chairman of both the Association of National Advertisers and The Advertising Council.

The Wiland database houses billions of transactions from thousands of brands spanning many markets and industries, giving us unprecedented visibility into consumer spending and interests. Leveraging this intelligence, Wiland delivers powerful solutions that enable clients to precisely target online and offline audiences to maximize profit. Contact us today to find out how Wiland can deliver a better, more profitable future for you.
FRANK GRILLO  
CMO  
Harte Hanks

Frank Grillo brings creativity and an emphasis on customer centricity to the brand. Frank is focused on defining solutions for digital and data, and raising the Harte Hanks profile with external audiences like media, analysts and investors. He works hand-in-hand with sales to support and grow current and prospective clients. Frank has helped many brands expand and transition their marketing strategies through periods of significant change, innovation and disruption in the marketplace. He is an expert at blending two brands together, following acquisitions, while retaining the best of each company and forging sales success alongside current products and solutions.

WHIT GOODRICH  
Chief Marketing Officer, Retail Card  
Synchrony Financial

As the Chief Marketing Officer for Retail Card, Whit brings a passion for driving Retail growth for Synchrony’s major partners through analytic insights that lead to value proposition development creating loyal customers. He leads growth, product strategy, product development, analytics, and channel marketing for the platform. Products include co-branded Visa and MasterCard credit cards as well as private label products. Prior to this role, Whit was the Marketing Leader for 15 relationships spanning multiple retail formats. He also led Marketing for the Lowe’s account where he developed and launched the industry leading 5% off or special financing value proposition. The success of this program enabled Whit to be named both Retail Finance and General Electric Marketer of the Year in 2011. In previous roles at GE, Whit worked with Sam’s Club, The Home Depot, ExxonMobil and The Walt Disney Company. Whit is a graduate of the GE Capital Marketing Leadership Program and has held roles in Marketing, Quality and General Management over his 19 years at GE and now Synchrony. Whit has his MBA from Wake Forest University and a BA in Economics from the University of North Carolina. Whit and his wife, Missy, have four children ages 15, 12, 10 and 8.
SANDRA GUDAT
CEO
Customer Communications Group, Inc.

Sandra is the CEO of Customer Communications Group, a customer relationship marketing and loyalty agency focused on helping retailers build customer loyalty and retention. Over 20 years, Sandra and her team has helped more than 65 of the top retailers in North America with their customer development effort by providing all aspects of loyalty and CRM support from program planning & analytics to email strategy and deployment. Sandra is a frequent speaker and writer on the topics of “customer development” publishing on her website customer.com as well as in Retailing Today, Chain Store Age, Chief Marketer and CMO Magazine. Prior to running her agency, Sandra was a retail marketer herself when she was Director of Advertising for May D&F (now part of Macy’s).

MIKE HOGAN
EVP, Strategic Business & Brand Development
GameStop

Mike is responsible for Corporate Strategy & Business Development, Marketing, Digital businesses, E-commerce & Multi-channel development, and Information Technology. He joined GameStop in February 2008. Mike brings 25+ years of corporate strategy, marketing, sales, and general management experience gained from key leadership roles in the US and worldwide. He has built and led numerous brands and businesses, and has directed strategic planning, innovation, multi-channel development, digital marketing, loyalty & CRM, advertising, merchandising, as well as managing national sales organizations. Prior to joining GameStop, he served as a principal with Strategic Frameworking, a marketing and strategy group based in Seattle. His consulting experience includes significant engagements in packaged goods, restaurants, technology, manufacturing and health care. Prior to Strategic Frameworking, Mike served as Chief Marketing Officer for Dean Foods, the world’s largest dairy company. His responsibilities included Marketing, Innovation, and R&D. Prior to Dean Foods, he was Vice President of International Marketing for Frito-Lay, where he directed the company’s global branding efforts across 40 countries. In his 13-year career at Frito-Lay, he served in numerous executive roles in marketing and sales. Mike received a BS degree in economics from Northern Illinois University and an MBA in finance and marketing from Northwestern University.

JEANNETTE KOCOSIS
Strategy and Planning
Harte Hanks

Jeannette has over 20 years of experience in driving customer-centric marketing solutions for clients. She is head of Strategy and Planning at Harte Hanks, leading a diverse team who create strategic deliverables for our clients across nearly all verticals. Her background is grounded in technology, and her expertise is in digital and mobile marketing. What gets Jeannette excited the most? Solving for her clients’ needs, through strategic innovation grounded in results. Jeannette is a thought leader, and a contributor to Mobile Marketing for Dummies and Social Media for Dummies, countless whitepapers and articles, and has authored several methodologies for our clients. Jeannette is a frequent speaker, most recently at Digital Marketing for Financial Services in February, along with CRMC, seven sequential years at the DMA, and many other conferences. She was previously included in the Mobile Women to Watch list.

WADE LEE JONES
Vice President, Direct To Consumer and CRM
Journeys Group - Genesco

Wade is a 20-year retail veteran. He joined Genesco in November 1999 and his experience includes multi-store management, operations, buying, marketing, visual merchandising and direct to consumer. Wade is responsible for the company’s omnichannel advertising, direct mail, email, and CRM efforts. As the Vice President, he is responsible for acquisition and retention efforts that deepen consumer engagement and brand affinity by leveraging personal, relevant and timely communications via catalog, email, and direct to consumer programs. Wade has a focus on best practices and industry trends that provide profitable ROAS advertising programs that link consumer behavior and data with brand initiatives. The Journeys Group’s renewed focus on staying relevant to its core consumer has led to the process of launching a new CRM platform and loyalty program. Wade also manages the company’s photography studio and lifestyle imaging. He received a Bachelor of Science degree in Economics from University of Tennessee in Chattanooga and Executive MBA from Owen School of Management at Vanderbilt University. As a community activist Wade has helped raise over one million dollars for charity.
When you’re seeking “one customer,” there’s only one source.

Aptos CRM gives you 360-degree customer vision—who they are, how they shop and what they buy—across all channels and touchpoints, to optimize marketing, loyalty and growth.

› aptos.com  |  info@aptos.com

Clutch's **Consumer Management Platform** empowers marketers with customer insights to drive measurable results.

- Centralized Customer Intelligence
- Loyalty and Stored Value
- Analytics and Segmentation
- Omni-Channel Engagement

Are you maximizing your best customers?

clutch.com  |  Info@clutch.com  |  (888) 541-6789
JOSE LUIS MARIN
Senior Vice President Marketing and Member Services
PriceSmart

Jose Luis Marin has been Senior Vice President of Marketing and Member Services since March of 2009. He has been with PriceSmart for over 13 years and before that spent 7 years with Costco Mexico. Over the past 10 years, he has been instrumental in increasing renewal rates nearly 10%, as well as successfully launching 3 co-branded credit cards, a Platinum Membership Program, a Social Media Team, and Business Services Program. He also oversees the development and implementation of solid marketing and loyalty programs for new openings, as well as existing clubs. Mr. Marin is passionate about PriceSmart’s concept, business model and heritage, but most of all passionate about learning and understanding the behavior of members – always exploring what he can do to advance marketing strategy. Outside of being in the office, Jose Luis enjoys traveling with his family, cycling (rides 100 miles per week), tunes from the 80’s, drums and loves wine and visiting wine estates.

RACHEL T. MINERVA
Vice President, Customer & Marketing Analytics
Chico’s FAS

Rachel is Vice President at Chico’s FAS, Inc., parent company of the Chico’s, White House Black Market and Soma specialty retail brands. The Customer & Marketing Analytics team leverages predictive analytics to drive enhanced customer interactions in order to fulfill the company’s mission of providing most amazing personal service to every customer while optimizing commerce Strategy & Analytics and Corporate Finance. Prior to joining Chico’s, Rachel worked for or as an advisor to The Hertz Corporation, Tribune Publishing, The Goodyear Tire & Rubber Company and PricewaterhouseCoopers. She has more than 15 years of finance, analytics, marketing and e-commerce experience. Rachel holds her B.B.A. in finance with a concentration in international business and communication from Ohio University and is a certified insolvency and restructuring advisor.

MARGARET MURPHY
President & COO
Olson 1to1

Named by the Minneapolis/St Paul Business Journal as a “Woman to Watch” and a winner of “Top 40 Under Forty,” Margaret is President & COO of Olson 1to1, the Twin Cities’ largest integrated marketing agency. At Olson 1to1, she’s charged with integrating the agency’s capabilities, ensuring a uniquely holistic offering while maintaining deep vertical expertise in areas including loyalty, digital, brand, PR and social. Prior to Olson 1to1, Margaret served as Managing Partner and President of Denali Marketing, where she built a culture that was named the #1 “Best Place to Work” for small businesses by The Star Tribune. Earlier in her 20-year career, Margaret served as SVP of Client Services at Carlson Marketing and received her MBA from the University of St. Thomas.

SARA PATTERSON
Director of Credit
Belk

As the Director of Credit for Belk Sara has a passion for delivering Modern. Southern. Style to customers through the Belk Rewards card program. She leads the Credit Operations and Credit Marketing teams for the organization and focuses on driving customer loyalty in an ever changing, omni-channel environment. Sara has been with the Belk organization for eight years, and prior to joining the Credit team held roles in Accounting and most recently in the Strategic Sourcing group. While in Strategic Sourcing Sara supported efforts for Supply Chain, HR, Finance and Operations where she was recognized with company Pacesetter awards in FY12, FY13 and FY15. Additionally, she received a team Pinnacle award in FY14 for her contributions to savings and supplier diversity efforts. Leadership and community service is also a passion for Sara. She serves as a board advisor for the Charlotte Good Neighbor Fund, a 501(3)C charity who supports families in need in the community, and also serves on the United Way leadership team. In addition to community involvement Sara serves on the board for the Belk Women’s Leadership Network. Sara is a graduate of North Carolina State University with a degree in Business Management.
COREY PIERSON
CEO
Custora

Corey is co-founder of Custora, a SaaS platform that leverages predictive analytics to enable retailers to better understand and market to their customers. Custora works with some of the top e-commerce and omni-channel brands in the world, including LOFT, Guess, Backcountry, Bonobos, and more. Prior to co-founding Custora, Corey worked at IDEO and was co-founder of foodtrux.com. Corey received his BSE in Computer Science Engineering from the University of Pennsylvania and his MBA from the Wharton School at the University of Pennsylvania. An entertaining and imaginative motivational speaker and trainer, Jones draws upon the lessons learned from his “Business Class” contributors to customize his educational content in the discussion of workplace civility, positive communication and creative thinking. His extensive training in the art of improvisation practically guarantees an upbeat, humorous, meaningful and highly interactive experience. He is a graduate of the University of Missouri-Columbia.

DAVID RESNICK
Vice President of Client Solutions
VeraCentra

It isn't often that you find someone with a sharp mind for analytics, keen business acumen and stellar communication skills. This is Dave. Whether you're looking to identify life cycle behavior or find the story behind your data, Dave is your guy. Known for delivering top level marketers and C-suite executives impactful strategic insights from analytics for clients such as, Clarks Shoe Company, PriceSmart, and Sport Chalet, Dave’s insights continuously spawn new marketing initiatives that result in significant financial gain. An engaging speaker and industry activist, Dave frequently leads analytic workshops at events such as Loyalty 360, the Customer Engagement Expo and the National Conference of Database Marketing. With plenty of energy to spare, Dave spends his free time coaching AAU youth basketball and is an avid hiker and outdoorsman.

IAN RICHARDS
Vice President CRM & Analytics
ALDO Group

An industry veteran with over ten years of CRM experience, Ian has helped some of the largest telecommunications companies in the world connect with their consumers on a deeper level – Virgin Mobile, T-Mobile and Rogers, to name a few. In his latest role as Vice-President, CRM & Analytics at the ALDO Group, his challenge is to do the same for one of the world’s most recognized fashion brands. In the last 18 months, he has established a multi-brand, global CRM program that not only drives sales, but enhances the customer experience across all channels as well. A graduate of Auckland University and an avid sports fan, Ian currently resides in Montreal with his wife and two daughters, and is in the process of training for the New York City Marathon.

SCOTT ROBINSON
Vice President, Design & Strategy
Bond Brand Loyalty

Scott Robison leads Bond Brand Loyalty’s Loyalty Consulting & Solutions discipline and is Bond’s thought leader for consumer loyalty strategy engagements. His focus is enabling clients with the best possible solutions for their specific objectives and environments, and ensuring Bond maintains market leadership in terms of loyalty and CRM innovation, technique and approach. Scott has over 10 years’ experience designing, implementing and optimizing large-scale loyalty and CRM programs, and helping clients understand how to use them as stepping stones for inspiring powerful relationships with their customers. Along with his strong experience across a number of industries, including consumer retail and financial services, Scott brings a highly disciplined analytics approach to strategy development for clients. Earlier in his career, Scott launched and developed the Consumer Insights and Strategy Group, and spearheaded the development of the CRM principles and techniques, campaign management protocols and consumer data-driven strategy development tied to some of North America’s most celebrated loyalty programs. Scott’s current focus is the intersection of marketing and neuroscience, through his involvement with The Maritz Institute. Scott is frequently called upon to comment in the media, and is a frequent speaker at industry events including conferences by Loyalty360, eTail, CMD Exchange, CMA and AMA. Scott holds an MBA from the Richard Ivey School of Business at the University of Western Ontario.
More repeat customers.
Jean-Yves Sabot
Vice President, Retail Business Development
Epsilon

Jean-Yves has a 19-year career in omni-channel marketing and customer insight. From his early days building databases for publishers to power CRM program, Jean-Yves has worked with marketers to retain and grow their customer base via direct mail at Neodata, part of Electronic Data Systems (EDS). At the end of the 90s, Jean-Yves joined the ESP MessageMedia and helped his clients grow their email file and reduce attrition. After a few years at SurveyConnect, a consumer and employee survey service and software provider where he acquired and nurtured over 100 clients, he joined Epsilon 12 years ago through Abacus as an Account Executive. Proving the strategic value of the data and increasing the ROI of prospecting and retention of his clients, Jean-Yves also managed the database build and usage of one of his retail clients, before becoming VP of the Retail group at Abacus, Epsilon’s Cooperative Database. For the last five years, Jean-Yves has been working with brick and mortar clients to develop strategic roadmaps utilizing data to increase and measure the performance and engagement of their customers and prospects. In his 12 years at Epsilon, Jean-Yves has worked with over 500 retailers. Jean-Yves holds an MBA from the University of Kansas, a Masters in Management from the Clermont-Ferrand business school in France, a BA in English and German from the University of Tours, France and a Baccalaureate in Math, Physics and Chemistry. Representing Epsilon at many industry events and in many publications, Jean-Yves has been a speaker at the ACCM (American Catalog Conference for Multichannel merchants), the DMA (Direct Mail Association), the CRMC (Customer Relationship Management Conference), eTail, the Luxury CRM Association and a few Epsilon client thought leadership events. Some of his articles and white papers have been published in leading international publications such as The Wall Street Journal, CNBC, Chief Marketer, Retail Online Integration, Retail CMD, Multi-Channel Merchant, Ad Week, Digiday, and Internet Retailer. Jean-Yves lives with his wife and three children in Denver where he moved 20 years ago.

Ernan Roman
President - ERDM Corp & Author, Voice of the Customer Marketing

Inducted into the DMA Marketing Hall of Fame based on the results companies achieve with ERDM’s VoC research-based CX strategies, ERDM conducts specialized VoC research to identify CX strategies that generate significant increases in revenue. Clients include IBM, MassMutual, Gift, QVC, HP, Microsoft and Norton AntiVirus. His influential blog Ernan’s Insights on Marketing Best Practices appears in Forbes, Huffington Post, CMO.com, CustomerThink, CRMC and Business2Community. Named by the Online Marketing Institute as one of the Top 40 Digital Luminaries and by Crain’s B to B Magazine as one of the 100 most influential people in Business Marketing. Ernan’s latest book is titled Voice of the Customer Marketing. His other books are Opt-in Marketing and Integrated Direct Marketing. ernan@erdem.com, www.erdm.com, @ernanroman.

Dave Sims
VP of Marketing & Loyalty
La Quinta Inns & Suites / CRMC Chairperson

Dave Sims is Vice President Loyalty Marketing For La Quinta Inns & Suites. With an Electrical Engineering degree from the University of Cincinnati, Dave served 8 years in the U.S. Navy onboard nuclear submarines, where he was also a Navy Diver. Following that he spent 7 years at Procter & Gamble in various Information Technology roles in Manufacturing, Interactive Marketing, E-Commerce, and Business Intelligence. He joined Retail Ventures, Inc. in August 2003 to deliver an in-house CRM solution for Value City Department Stores, Filene’s Basement and DSW. In November 2005 Dave became Director of Customer Marketing for DSW where he re-launched and ran the award-winning DSW Rewards program. In December 2007 Dave moved to Toys R Us/Babies R Us to assume role of Director of Gift Registry and Customer Loyalty. In this role he launched the Rewards R Us loyalty program in September 2008. In February 2009 he moved to GNC, where he was responsible for all CRM efforts which include the Gold Card program, customer communications, all social/mobile initiatives, customer research and analytics, Media, and events and grassroots marketing. In January 2015 Dave moved to La Quinta to run the soon-to-be-award-winning La Quinta Returns program. Dave is an active runner/triathlete, having competed twice in the Hawaii Ironman Triathlon and numerous other Ironman events.

Ted Silverman
Senior Director, Planning & Customer Engagement
89 Degrees

Ted has more than 20 years of experience bringing together Big Data, traditional brand planning approaches and best practice customer marketing techniques to drive world-class customer experiences for brands. With roles on both the client and agency sides, he is a strategic thinker as well as a hands-on tactician, guiding brands as diverse as American Express, iVillage.com, World Wrestling Entertainment, Kelloggs, Staples, Pepsi, The Container Store, Home Shopping Network, Guthy-Ranker, Kraft Foods, IKEA and others in the creation of loyalty programs, the development of leading-edge analytic efforts and the design of integrated multi-channel marketing campaigns. Ted earned his MBA in Marketing from The Wharton School at the University of Pennsylvania and his BS in Applied Math & Economics from Brown University.
MATT STEIN  
Vice President, Customer Experience & Agency Services  
Kobie Marketing

Matt serves as the head of Kobie's Customer Experience & Agency Services capabilities. With over 15 years of marketing experience in senior leadership roles, he drives industry-leading loyalty engagement and marketing solutions that span the online, mobile, social, print and broadcast media channels as well as the full customer journey from digital channels to physical locations. Prior to joining Kobie Marketing, Matt held leadership positions at WPP agencies and Catalina Marketing where he lead a team of 40 creatives and marketers with expertise in strategy, design, development, user experience, print production, project management and quality assurance. He is an alumni of The University of Cincinnati (Go Bearcats!).

JIM STURM  
President & Chief Executive Officer  
Brierley+Partners

Jim leads the globally recognized company in loyalty and CRM marketing. He joined Brierley in 2007 and has been instrumental in establishing new client relationships across the spectrum of Brierley's services. Additionally, he has expanded the company's service offerings — most notably, the Brierley LoyaltyWare® suite of technology solutions. Jim's technology-focused leadership has gained recognition throughout the industry as he was selected as a Tech Titan for his technology contributions with Brierley. His reputation for creating industry-differentiating lifetime loyalty programs for our clients has driven double-digit growth at Brierley. Jim's leadership is exemplified by serving on the Make-A-Wish Foundation and Infogroup Board of Directors. Prior to Brierley, Jim spent over 20 years with Electronic Data Systems, an industry leader providing a broad portfolio of Business Process Management and Technology solutions. Jim holds a degree in Business Administration, Finance and Management Information Systems from the State University of New York at Buffalo.

PAUL VOSS  
Director of CRM  
Rack Room Shoes and Off Broadway Shoe Warehouse

Paul is the Director of CRM for Diechmann Group’s US operations: Rack Room Shoes and Off Broadway Shoe Warehouse. He manages two independent loyalty programs for each store banner as well as all general CRM activity. Prior to joining RRS/OBS, Paul was the CRM Delivery Manager for Belk Department Stores as well as MRM Strategy Manager for Wells Fargo. Paul holds both a Bachelor of Science degree and an MBA from Wilmington University.

ASHLEY WAHL  
CRM Specialist  
IKEA

Ashley Wahl oversees the strategic direction and execution of all CRM efforts for IKEA US. She has over 10 years of proven success in creating local, national and international multi-channel marketing campaigns. At IKEA, among other programs, Ashley’s work also includes developing targeted segment opportunities for newlywed, new movers, back to college, and business. Her passion for big data results in a customer centric approach that creates a deeper 1:1 relationship for brands and their customers. Ashley earned her MBA from St. Joseph's University.

BUDDY TEASTER  
President & CEO  
Soles4Souls

As CEO of Soles4Souls, Buddy brings a potent combination of entrepreneurship, executive education, C-level leadership skills, as well as extensive non-profit experience. His passion for philanthropy and global change led him to take on the role of leading the largest provider in free shoes to children in need around the world. Buddy was previously the President/COO of Executive Business Services (EBS), a holding company that includes RTM Networks, StarKart, and the National Association of Local Advertisers (NALA) and where he first encountered Soles4Souls. There, he sharpened his skills of taking a growing company to the next level. Before that, Buddy was the Chief Network Officer for Young Presidents’ Organization (YPO), a non-profit organization committed to developing better leaders through education and idea exchange. YPO is the largest CEO network in the world with more than 20,000 CEOs in 100+ countries. His energy and enthusiasm for work spills over to his passion for running. Having run his first marathon in 1994, Buddy enjoys trail and long-distance running and has since finished numerous ultra marathons (50K +) including fourteen 100-mile runs. Buddy earned his BA in Religious Studies and French from Randolph-Macon College in Virginia, and holds an MBA/MA from Southern Methodist University in Dallas. He served as the YPO’s Chair for the Global One Chapter, and Network Chair for the Digital Marketing and Media Network. He is active in the Southern Chapter of the World Presidents Organization (WPO), serves as Education Chair of the YPO-WPO Apparel Network, and will serve as the Network Chair in 2016-18. He has been honored with several awards, including the “Global Impact Fellow” honor by the YPO-WPO; and the 2015 Social Engagement Network’s “Inclusive Business and Community” Award. Buddy has extensive speaking experience, including for groups such as the YPO; universities like Belmont, DePaul and William and Mary; and forums including TEDx St. Louis, the Columbus Council on World Affairs and the Alleviating Poverty Through Entrepreneurship Summit. He and his wife Becca have been married since 1992 and have two delightful daughters.
A Better Way to Build Email
Build fully responsive emails without touching a line of code. Our intuitive workflow tools automate the production of email compliant HTML.

A Better Email Experience
Personalize your email at the moment of open. Target content based on customer context — such as location, weather, or device — and real-time CRM data.

Built for the new realities that matter.
Bringing together powerful technology, innovative strategy and compelling creative to help brands develop real relationships with their customers.
BRITTANY WILLIAMS  
Senior Product Marketing Manager  
Etsy

Working at the intersection of research, product development and marketing, Brittany advocates for customer insights to inform marketing content and guide the product development process. She has worked on a range of products from the Etsy homepage to the new Manufacturing platform, and also serves as a founding member of Etsy’s Sustainability Commission. After working with small businesses in Africa and running product marketing for electric vehicle infrastructure at GE, she’s proud to call Etsy’s Brooklyn headquarters her home. When she’s not perusing her favorite items on Etsy, she likes to spend her free time crafting and adventuring outdoors.

DEVON WYLIE
CEO
CRMC

Devon Wylie joined CRMC in 2002. After working with industry pioneer, five-time author, and “Father of Database Marketing” Fred Newell for several years, she took over as CEO of the company in 2007. In that role, she has led the growth of the Annual CRMC, now in its 23rd year. From selling sponsorships, curating the agenda, overseeing creative, editing the weekly newsletter, and marketing the event to Retail Executives, Devon handles all aspects of the event with her team. CRMC is now known as one of the top events in the Retail Marketing industry. Prior to joining CRMC, Devon managed accounts such as Sketchers and Skyy Vodka at Lambesis Advertising, a brand development and advertising agency. Prior to that, she held an advertising sales position at Car and Driver Magazine, part of Hachette Filipacchi Media. She has also held several positions at Nobel House Resorts, including Director of Corporate Events at Paradise Point Resort in San Diego, where she managed numerous weddings and corporate events. Devon earned her Bachelor’s Degree in Marketing and Communications at The University of California, San Diego (UCSD). After an eight-year hiatus in Florida, she is now back in San Diego with her husband and four-year-old son.

CRAIG WOOD
Managing Director & Chief Engagement Officer
360 Live Media

Craig Wood leads 360 Live Media’s core experience design, strategy and marketing team. He brings over two decades of experience in insights-driven research and data-driven marketing, with a deep knowledge across a variety of industry sectors including retail, telecommunications, travel, hospitality, financial services, nonprofit, utilities and health & wellness. A recognized authority on leveraging data and consumer insights to build stronger customer engagement and connection, Craig is a highly requested presenter at loyalty, customer relationship management, marketing, and vertical industry conferences. Craig has spoken at over 100 events in the last 20 years and is currently the program chair and longtime host of CRMC, the retail industry’s premier loyalty and relationship management conference. Prior to joining 360 Live Media, Craig served as the Group President of The Futures Company, a global innovation and planning consultancy rooted in consumer insights and future-facing trends. Craig also launched and successfully led Clarity Group, a management consulting firm serving the strategic planning, customer relationship management, loyalty and data-based marketing needs of nonprofit and faith-based organizations. Over his career, Craig has led hundreds of successful client engagements for industry leaders like Starbucks, Sprint, HSN, Chick-fil-A, Walmart and United Way. Craig serves on the Board of Directors for the Direct Marketing Association (DMA) and is the immediate past chairman of Marketing EDGE, the marketing industry’s largest educational foundation. He also frequently authors articles and provides expert commentary in leading industry and national periodicals and is the co-author of Coming to Concurrence: Addressable Attitudes and the New Model for Marketing Productivity (2004). Craig holds a B.S. degree with distinction in commerce with a dual concentration in marketing and management from the McIntire School of Commerce at the University of Virginia.
In the Age of the Customer, the future is now. Loyalty is the new customer experience, or at least its enabler, as much as customer experience is the new loyalty.

Start thinking about loyalty in a new way.

[r] Dialogue

Attend Our Conference Session

www.rDialogue.com  ■  @rDialogue  ■  +1 404.475.5801
**89 DEGREES**

Leaders in Customer Engagement and Loyalty.

89 Degrees is a leading provider of customer engagement and loyalty marketing services. We specialize in CRM, advanced analytics, loyalty and marketing strategy, digital solutions, compelling creative and technology platform implementation. Our services and products are designed to enable greater analytic insight and higher marketing ROI. Powered by SAS, the industry’s leading software for analytics and business intelligence, 89 Degrees connects consumers with brands for maximum engagement and ROI. 89 Degrees is also a Salesforce Marketing Cloud Global Services Partner. Through this partnership, 89 Degrees helps organizations “unleash the power” of their technology investments, further their investments and drive greater marketing results. This powerful combination of strategy, database, digital, analytics, and creative helps the marketing programs for clients like IKEA, Hyundai, hhgregg, Cirque du Soleil, and CVS Health deliver remarkable results and profitable customer relationships. This year’s CRM theme: “Navigating the future of CRM Data” is particularly relevant to 89 Degrees’ mission. Charting an inspired course always begins with reliable data, which is why trailblazers orient to 89˚ - the declination of The North Star. Polaris is our guiding principle and the inspiration behind our name. [89degrees.com](http://89degrees.com)

**ACXIOM**

Acxiom is an enterprise data, analytics and software as a service company that uniquely fuses trust, experience and scale to fuel data-driven results. For over 40 years, Acxiom has been an innovator in harnessing the most important sources and uses of data to strengthen connections between people, businesses and their partners. Utilizing a channel and media neutral approach, we leverage cutting-edge, data-oriented products and services to maximize customer value. Every week, Acxiom powers more than a trillion transactions that enable better living for people and better results for our 7,000+ global clients. [acxiom.com](http://acxiom.com)

**ADobe**

Adobe is the global leader in digital marketing and digital media solutions. Our tools and services allow our customers to create groundbreaking digital content, deploy it across media and devices, measure and optimize it over time, and achieve greater business success. We help our customers make, manage, measure, and monetize their content across every channel and screen. [adobe.com](http://adobe.com)

**AIMIA**

Aimia Inc. is a data-driven marketing and loyalty analytics company. We provide our clients with the customer insights they need to make smarter business decisions and build relevant, rewarding and long-term one-to-one relationships, evolving the value exchange to the mutual benefit of both our clients and consumers. With close to 4,000 employees in 20 countries, Aimia partners with groups of companies (coalitions) and individual companies to help generate, collect and analyze customer data and build actionable insights. [aimia.com](http://aimia.com)

**ACCENTURE**

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions – underpinned by the world’s largest delivery network – Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With more than 355,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives. [accenture.com](http://accenture.com)
ANCHOR RETAIL SOLUTIONS

Anchor Retail Solutions has been a leading provider of complete custom tailored integrated data solutions for 40+ years. Maximize the potential of your data by turning accumulated consumer information into profitable engagement strategies. Anchor enables you to use your data to anticipate your customer’s needs and leverage insights to enhance your brand’s position. Data is the key to your success; put it to work for you. Anchor’s Technology will help you maintain a higher level of data quality, analyze customer purchase and response history, precisely target and profile current and prospective customers as well as obtain and monitor other key metrics critical to implementing successful business retention and growth plans. There is no data request our hands-on team of industry leading experts can’t handle. You are just one call away from your complete data solutions partner. Call us today for a free consultation 631-306-9244. anchorretailsolutions.com

APTOS


A customer you know delivers profit you can grow, through compelling engagement that elevates loyalty, frequency and spend. To do that now, you must be able to relate to each customer as if they were your only customer. You must be able to build consolidated customer profiles that show what they buy, want, and do through multiple channels and complex paths to purchase, and to apply that knowledge at every touchpoint to transform the customer experience and inspire loyalty to your brand. Aptos CRM makes it happen with advanced tools for customer capture, analysis, segmentation, and campaign management. You’ll leverage a 360-degree, enterprise-wide view of every customer using a single, unified database, to develop effective services, offers, real-time communications at all points of sale, and loyalty rewards that drive advocacy and sales. aptos.com

BOND BRAND LOYALTY

Formerly Maritz Canada and Maritz Loyalty Marketing, Bond Brand Loyalty is a management-owned agency that specializes in building brand loyalty for North America’s most influential and valuable brands. Our mission is to make marketing more rewarding for customers, richer and more resilient for brands, and more profitable for our clients. We build measurable, authentic and long-lasting relationships through a combination of services that includes 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. bondbrandloyalty.com

BRIERLEY + PARTNERS

Brierley+Partners, headquartered in Plano, Texas, is a global loyalty and CRM innovator, running some of the best loyalty and customer relationship programs for clients such as GameStop, 7-Eleven, Hertz and Hard Rock. Brierley is a wholly-owned subsidiary of Nomura Research Institute (NRI), headquartered in Tokyo, Japan. Brierley offers a complete suite of loyalty services: program design, loyalty/CRM technology, marketing strategy, research, analytics, omnichannel communications, account management, interactive/print production and fulfillment. The industry-leading Brierley LoyaltyWare® technology platform is uniquely robust, flexible and quick-to-market. All services focus on a single mission: making clients’ customer relationships dramatically more profitable. brierley.com

CLUTCH

Clutch empowers premier, consumer-focused brands to identify, understand, and engage their Most Valuable Customers (MVCs). Our advanced modular Customer Marketing platform enables businesses to centralize and synthesize their customer data spanning in-store, online, social and mobile channels. The data is then analyzed in real-time to create sophisticated customer segments and profiles for unprecedented customer understanding. The analysis is used to strategically develop powerful, personalized campaigns deployed across online, in-store, mobile, social, email and direct mail channels. clutch.com

CROWDTWIST

CrowdTwist is an industry-leading provider of comprehensive multichannel loyalty and analytics solutions that drive engagement and incremental spend, leading to better customer data, stronger insight, and more personalized experiences. We are revolutionizing loyalty, helping top brands including Pepsi, Nestlé Purina, L’Oréal, and Zumiez develop a deeper understanding of customers. crowdtwist.com

CUSTORA

Custora is a predictive marketing platform for e-commerce teams. We help retailers acquire valuable customers and improve customer retention. Our software analyzes data to predict how customers will behave in future — the things they’re likely to buy, how much they’ll spend, even how often they’ll shop. These customer-specific insights enable brands to advertise and communicate in more effective and meaningful ways. We work with a variety of online and omnichannel retailers including LOFT, Guess, Crocs, Bonobos, and Backcountry.com. custora.com
Consumers have thrown down the gauntlet. They expect to be served in their moments of need, immediately and in context. Adapting, anticipating and delivering in these moments can overwhelm even the most sophisticated, tech-enabled marketers.

— Vendor Landscape: Mobile Engagement Automation Solutions, November 2015, Forrester

MOBILE MARKETING CLOUD

Our platform takes in real-time data and fuses historical data from disparate sources to dynamically update customer profiles, applies a rules-based decision engine, and takes the best omnichannel action in milliseconds.
CUSTOMER COMMUNICATIONS GROUP

For over 30 years, CCG has worked with more than 70 of the top retailers in North America, from large department stores to specialty-store chains and everything in between. CCG's point of differentiation is that we define the strategy first, and then identify tools (such as software) to support that strategy. Clients work with us because of our unique view of best practice in CRM and loyalty through our work with dozens of retailers. Our number-one goal is to ensure that you have the optimal program strategy in place to motivate your customers to consolidate their category purchases with you. As a full-service CRM consulting and program management firm, we offer integrated, end-to-end services focused on developing strong, lasting relationships with our clients' customers that culminate in strategic loyalty, retention, and content marketing programs. Our agency is organized into three functional areas. The synergy between these areas assures that our clients receive seamless analytics, strategy and implementation services under one roof. We are flexible. We want to fit in where you need us by providing hard-to-find bench strength to support your CRM and loyalty efforts. We can work with you on a project basis, such as providing a fresh eye on an existing program or assisting with a technology search. Or we can provide ongoing program management, analytics and/or strategic support where you need it. We are also recognized thought leaders. We publish resources for loyalty and CRM managers on our website as well as via our two monthly newsletters. Lastly, we are PASSIONATE about customer loyalty. In fact, we are kind of retail loyalty geeks – we love what we do! customer.com

DISCOVER

When we introduced our Cashback Bonus® credit card in 1986, Discover was one of a kind. Now almost 30 years later, we continue to provide cardmembers with unique opportunities to earn rewards. One of these is Discover Dealsism. This program delivers best-in-class offers from top merchants through multiple channels where Cardmembers can save and earn extra rewards. Our turnkey campaign development program delivers benefits for our cardmembers and our merchant partners. Our cardmembers enjoy high value, highly relevant offers, and merchants can acquire new customers, repeat visits from loyal customers and incremental sales while shifting share from competitors by using our unique targeting capabilities. Stop by and visit our kiosk in the Grand Ballroom Foyer to learn more about how Discover can help your company drive growth. Or contact us at partnership@discover.com. discover.com

EPSILON

Epsilon is the global leader in creating connections between people and brands. An all-encompassing global marketing company, we harness the power of rich data, groundbreaking technologies, engaging creative and transformative ideas to get the results our clients require. Recognized by Ad Age as the #1 World CRM/Direct Marketing Network, #1 U.S. Digital-Agency Network and #1 U.S. Agency from All Disciplines, Epsilon employs over 7,000 associates in 70 offices worldwide. Epsilon is an Alliance Data company. For more information, follow us on Twitter @EpsilonMktg or call 1 800-309-0505. epsilon.com

HARTE HANKS

Harte Hanks is a global marketing services firm specializing in multi-channel marketing solutions that connect our clients with their customers in powerful ways. Experts in defining, executing and optimizing the customer journey, Harte Hanks offers end-to-end marketing services including consulting, strategic assessment, data, analytics, digital, social, mobile, print, direct mail and contact center. From visionary thinking to tactical execution Harte Hanks delivers smarter customer interactions for some of the world’s leading brands. Harte Hanks 5000+ employees are located in North America, Asia-Pacific, Europe and Latin America. For more information, call 800-456-9748, email us at contactus@hartehawks.com. Follow us on Twitter @hartehawks or Facebook at https://www.facebook.com/ HarteHanks. hartehawks.com

OLSON 1TO1

Olson 1to1 is a full-service marketing services agency purpose built for the new realities facing clients with more than 800 employees across 14 offices in the U.S., Canada and India. We boast uniquely broad and deep expertise across the entire spectrum of marketing services, having been recognized as a “leader” in loyalty and CRM by Forrester Research, Adobe Marketing Cloud’s North American Partner of the Year, and Public Relations Agency of the Year by PR Week. Olson 1to1’s individual brand campaigns have won 27 Effie Awards, the marketing industry’s highest accolade for effective marketing. Our loyalty & CRM group, ICF Olson 1to1, brings together powerful technology, innovative strategy and compelling creative to help brands develop real relationships with their customers. We’re leaders in the space, having recently been named so in Forrester’s most recent Wave™ assessment of loyalty providers, and supporting a roster of clients including Amtrak, Wyndham, Best Buy, Advance Auto Parts, Luxottica and Hyatt. ifcolson.com/1to1

INSTREAM

inStream is the leader in delivering real-time, personalized, targeted marketing solutions that increase customer engagement based on shopper-specific purchase, affinity and loyalty data from eCommerce, mCommerce, and bricks & mortar. Our innovative software transforms any consumer receipt into a powerful marketing platform, increasing incremental sales for the next visit. Our marketing programs enable loyalty marketing solutions, tracking and reporting for deeper customer insights. Our portal enables headquarter companies and their franchisees to deliver higher value local programs, all while supporting the national brand. Start growing your sales today by calling 781-419-6575. instreamglobal.com
**INTE Q**

From data analytics, customer journey mapping, campaign strategy, design and execution, to merchandise products, our programs have consistently delivered significant income streams for our partners. Whether the goal is acquisition, retention, engagement, or earnings generation, quite simply, we develop solutions that fit. We help our clients engage their customers, retain them, and keep them happy. This is what we do. We create customer love.  inteqinsights.com

---

**KOBIE MARKETING**

Kobie believes in delivering the best customer experience to our clients and their customers that will deliver truly loyal brand champions who buy more and inspire others to adopt the client's brand. This is a promise that Kobie has proven it can bring to life better than any other loyalty company in the world. With sophisticated segmentation, complex campaign configuration capabilities and real-time loyalty processing speed, Kobie's Alchemy loyalty and CRM "engine" provides the database power and loyalty program configuration tools to discover, maximize and expand business opportunities at every moment in the customer lifecycle. Our award winning in-house creative agency provides on brand engaging om-nichannel communications backed by proven analytics to create result driven creative initiatives. kobie.com

---

**LIFT361**

Lift361 is a marketing analytics company with a single focus – to quickly turn data into dollars for our clients. With 15 years of experience in the retail analytics space, Lift361 drives sales by increasing personalization and relevance through an in-depth understanding of the customer and accelerating and extending her lifecycle through an improved relationship and deeper loyalty. Additionally, Lift361 leverages predictive analytics to increase traffic, margin and profit and optimize marketing investment. In addition to its thought leadership and strategic support, Lift361 leverages its database expertise to combine disparate data sets into a single version of the truth and provides data visualization and access to answer questions on the fly. Lift361 develops custom lifecycle models to identify top new customers, stem potential attrition, grow your best customers, increase response and optimize your marketing mix. Furthermore, Lift361 supports operational efforts such as site selection and inventory optimization. Our proven methodologies and services take the guesswork out of marketing and turn data into dollars!  lift361.com

---

**MOBILE INK**

Founded in 2010, Movable Ink pioneered the application of contextual experiences to email. Movable Ink clients can use any email service provider to deliver dynamic content that changes, in real-time, according to the context of each individual customer. More than 300 innovative brands including The Wall Street Journal, eBay, Finish Line, and Saks Fifth Avenue use Movable Ink to Market in the Moment and optimize their email campaigns to drive ROI. The company is headquartered in New York City with offices in London and San Francisco. movableink.com

---

**PRECISION DIALOGUE**

Precision Dialogue is an analytics-driven, multi-channel customer engagement firm. The company leverages customer insights, interactions and information to drive relevant communications, ultimately improving marketing ROI. Working with some of the world's most respected brands, Precision Dialogue is a new breed of 1:1 marketing firm. The company combines the data acumen of traditional marketing service providers, with the analytical sophistication of leading consulting organizations; and the integrated, multi-channel delivery of direct/digital marketing firms. Precision Dialogue was named a Leader in Customer Engagement Strategy and a Strong Performer in Marketing Database Operations by The Forrester Wave: Customer Insights Services Providers, Q4 2015. Learn more about the report and download a copy: http://www.precisiondialogue.com/wave. With offices in Chicago, Cleveland and Indianapolis, Precision Dialogue strives to foster an environment where associates are inspired and challenged to deliver best-in-class marketing services. precisiondialogue.com

---

**REDPOINT GLOBAL**

RedPoint delivers world-class customer engagement and data management solutions that empower data-driven organizations to unlock the full value of their data to drive customer engagement and sustained growth. Our products help organizations create dynamic profiles of their customers, derive real-time insights from those profiles and optimize engagement from those insights. RedPoint's set of world-class cross-channel marketing, ETL, data quality and data integration applications operate across traditional and Hadoop 2.0/YARN environments. redpoint.net
You could get used to this.

The Fuel Rewards® program turns members’ everyday purchases into every day savings at the pump. It also helps participating merchants create better, more valuable customers. #winwin

Find out more at fuelingloyalty.com
Today’s consumer is savvy and sophisticated and marketing efforts must meet consumer needs, be well timed and highly personalized. Quad offers proven strategies to build strong connections and develop loyalty by including an analysis-based approach leveraging consumer research intelligence, data and market analysis in combination with tailored messaging and creative, yielding increases in redemption and conversion rates. Our expertise in the retail marketing space provides our clients with strategies to create compelling content from data, uncover true consumer insights and use that insight to determine how prospective customers might consume media. We expertly identify new prospective customer groups, recommend data driven creative, and develop winning contact strategies. Leverage our strategic counsel and: Apply consumer insights to data-driven marketing and create authentic personalization; Launch creative cohesiveness across all communication channels to implement a seamless omnichannel branding experience; Incorporate new media in combination with traditional communication methods creating lasting connections with consumers; Take cross-channel engagement to new levels with our processes that predict which combination of components provide the greatest response rate and ROI; Employ leading-edge insights reducing typical testing cycles and assuring higher success rates at lower costs; Integrate unique marketing strategies to reap extraordinary results.

QUAD/GRAPHICS
dialogue.com

rDialogue is the leading independent customer loyalty and relationship marketing firm focused on helping clients develop, implement and manage customized solutions that are data-driven, technology-neutral, unique to our clients’ brands and grounded in financial analysis. Our clients range from Fortune 50 to mid-market, including retail, financial services, travel & hospitality, telecommunication, manufacturers (B2B and B2C), healthcare (human and animal) and luxury goods. Marketing and sales leaders who are disenchanted with previous consultant and agency relationships find a refreshing alternative in rDialogue: smart, service-oriented, nimble, results-driven and easy to work with. Our approach prioritizes creating unique solutions for each client that are differentiated based on their unique brand, customer relationships and financials. Blending the strategy of consultants with the delivery mindset of a data-driven agency, we help our clients grow their customer relationships and their business return via innovative customer marketing from acquisition through the breadth of the customer lifecycle. Brand and customer relevance begin at the acquisition stage and continue throughout the customer’s lifecycle. There’s no silver bullet. That’s why brands need rDialogue. rdialogue.com

rDialogue

As a leading integrated communications services provider, RR Donnelley creates relevant campaigns that increase consumer engagement and improve our customer’s bottom line. We help organizations communicate more effectively by working to create, manage, produce, distribute and process micro-targeted content that engages audiences, reduces costs and drives revenues. With a focus on the retail market, we excel in loyalty program execution, in-store traffic building and designing and implementing data-driven multichannel trigger campaigns. RR Donnelley has the talent and technology to create, automate and deliver customized campaigns that build relationships between retailers and the consumers they need to reach. For more insight into developing relevance that equals response, contact us today. rrdonnelley.com

RR DONNELLEY

SessionM is the next-generation consumer loyalty and engagement platform. The company’s cloud-based solutions integrate loyalty marketing technology with marketing automation and data management capabilities to drive personalized consumer relationships through the mobile device. sessionm.com

SESSIONM

Signal is the global leader in real-time people-based marketing. With one platform, Signal’s integrated technology combines data collection, persistent identification, data onboarding and media activation for real-time cross-channel engagement. By leveraging Signal’s platform, brands and publishers gain immediate knowledge of buyers, access to high quality audiences and a simplified activation process to engage consumers within minutes of recognition. Today, Signal’s technology runs on more than 45,000 digital properties in 158 countries. The platform facilitates billions of data requests monthly, supporting top brands around the world that generate more than $1.5 trillion in commerce, including Allstate, Audi, Crate & Barrel, DeVry University, GAP, JetBlue Airways, Macy’s, 1-800-Flowers.com, Starcom MediaVest Group, Starwood Hotels and Resorts, and many more. Signal has been recognized with numerous awards and honors, including being named the third-fastest growing software company in the country, and the 51st-fastest growing company overall, on the 2015 Inc. 5000 list. signal.co

SIGNAL
SMARter HQ
SmarterHQ is the contextual marketing technology brands use to drive conversion and loyalty. We leverage your existing marketing technologies, combining real-time behavior recognition with historical consumer data to power email and website campaigns that deliver the relevant experiences your customers demand. smarterhq.com

SPC
Specialty Print Communications: At the forefront of the Digital Imaging Revolution.
We are a single-source, direct marketing resource offering proven, ROI-driven solutions for industries varying from retail to hospitality to financial services and everything in between. We deliver award-winning, value-added and measurable consumer communications, and were recently certified as a G7 Master Printer. We pioneered the use of transformative four-color hybrid imaging (4CHI) – a system that leverages data analytics, enabling companies to affordably and efficiently tailor direct mail to individual consumers with a powerful visual combination of words and images. SPC produces a wide variety of rewards cards, advantage cards and club cards that help clients maximize the impact of loyalty efforts and drive engagement with their brands. As a third-generation, family-owned company operated by people who care, SPC takes pride in its relationship-based approach, personalized one-to-one communication, collaborative and entrepreneurial spirit and focus on long-term partnerships. Expertise and capabilities – all produced in-house – include Direct mail, Digital imaging, Inline printing, Hybrid print production, Loyalty cards, Monogram, a proprietary marketing on demand solution, Postal logistics/workshare. We are centrally located in Chicago to serve nearly every direct marketing need with speed and agility. specialtyprintcomm.com

SPEEDeon DATA
Speedeon Data enables leading retailers to achieve direct marketing success in a data-driven world by driving actionable insight, timely and impactful customer engagement, and measurable results. We combine a solutions-focused approach with proven expertise in data analytics, data processing, and direct marketing. Speedeon Data partners with leading digital, mobile and offline data providers, in order to provide clients access to most accurate and comprehensive contact data, mover and other life stage data, and demographic and other lifestyle data. Speedeon Data delivers the highest quality data, through innovative data solutions, which include: Data Modeling and Analytics, Mover Marketing Programs, Data Append Services, including Reverse Phone and Email Append, Data Optimization and Advanced Hygiene Solutions. Our comprehensive data sources and advanced data technologies facilitate omnichannel engagement across direct mail, email, mobile advertising, point-of-sale, telemarketing, and other direct marketing channels. With Speedeon Data, your success is data driven. speedeondata.com

SYNCHRONY FINANCIAL
Synchrony Financial is one of the premier consumer financial services companies in the United States. Our roots in consumer finance trace back to 1932, and today we are the largest provider of private label credit cards in the United States, based on purchase volume and receivables. We partner with retailers of all sizes and in many industries to help grow their sales and engage with their customers. We offer customers both service and flexibility for all the ways they spend and save. We invest in new technology solutions to engage with customers how and where they want to engage. Our mobile platforms, such as mService and Digital cards, help ensure a seamless customer experience. Our Data and Analytics team takes transactional data at SKU level, customer psychographics and multichannel interactions to create actionable insights for our partners. In addition, we work with our partners to build customized rewards and loyalty programs that add value using features customers want. Our deep expertise and innovative technology continuously make positive impacts on the retail marketplace. We task ourselves with bringing new ideas and added value to the table every day. Synchrony Financial. Engage with us. synchronyfinancial.com

THE FUEL REWARDS NETWORK
Fuel Rewards® is a national coalition loyalty program that has harnessed the unique power and value of immediate cents-per-gallon savings as a common rewards currency. The program’s 6.5 million members can earn valuable fuel savings rewards simply by making everyday purchases at thousands of participating brands, retailers, restaurants and merchants. For merchants, the program offers a unifying currency and patented processes to support reward issuance, reward redemption and financial settlement. Retailers can leverage the combined strength of the coalition to help attract new customers, boost sales, enjoy repeat business and deepen loyalty across the entire member base. Merchants also benefit from comprehensive marketing campaigns that promote participating brands to millions of U.S. consumers. There is no limit to what program members can earn, and redemption is easy and convenient at more than 12,000 participating Shell and other select fuel stations nationwide. Fuel Rewards® is owned by Dallas-based Excentus, which has helped millions of consumers save hundreds of millions of dollars on fuel since the program launched in 2012. fuelingloyalty.com

VIBES
Vibes, a mobile marketing leader, is a team of more than 150 experts with one common goal: unlock new revenue potential for retailers and brands. We accomplish this by uniquely combining best-in-class technology with top-notch mobile expertise. vibes.com
VERACENTRA
VeraCentra is a customer relationship marketing agency. We help brands transform their marketing by placing their customers central to their efforts. By deploying our customer lifecycle journey designs on automated closed loop platforms, our clients deliver hyper-personalized customer messages and are being rewarded with more profitable relationships. Since 1988, our approach to customer marketing has proven to deliver continuous and sustainable value. VeraCentra enjoys client partnerships with loyalty leaders such as Costco Wholesale, PriceSmart, Mapco Express, Clarks Shoe Company and Jelly Belly; with several relationships spanning over a decade. We employ a world-class team who are experts across multiple disciplines. The best data scientists, the smartest strategist, the brightest creative, and the cleverest technologists come together in solution design. Add best of breed technologies into the mix and the outcome is a game-changing, tailored solution that delivers extraordinary results. veracentra.com

WUNDERMAN
Wunderman combines creativity and data to drive results for its clients. We help retailers realize the vision of data as a strategic business asset and a transformative marketing agent. Our data strategy and management, analytics, consumer engagement and consulting services support retailers so they can achieve optimized marketing performance. We make data actionable, with data-driven insights that inform and inspire the creative process for highly relevant and productive consumer experiences. Our approach to your business challenges starts with strategic planning and data analytics to view your customers in a holistic way and is based on a four-pronged strategy – connect and enhance customer data, analyze and predict customer behavior, develop strategic marketing plans, and build and sustain customer relationships. Wunderman’s integrated data infrastructure, combined with best-of-breed campaign/interaction management and reporting applications, bundled with consumer data, analytics and strategic support, are at the heart of our industry-leading service offering. Our IMPACT® Consumer Engagement Platform (CEP) is a customized, data-based, automated and sophisticated set of technologies and processes that provides a fully-integrated combination of push/pull (proactive and reactive) communications. Wunderman has 1,300 data scientists, 2,200 creatives, and 3,500 business minds collaborating across 170 offices in 60 countries. Best Buy, Citibank, Coca-Cola, Ford, Microsoft, Pfizer, Telefónica, Shell and UnitedHealth Group are among our clients. Wunderman is part of WPP (NASDAQ: WPPGY). Find out more at @wunderman. wunderman.com

WILAND
The Wiland database houses billions of transactions from thousands of brands spanning many markets and industries, giving us unprecedented visibility into consumer spending and interests. Leveraging these insights, coupled with innovative analytics, Wiland delivers highly responsive online and offline prospect audiences, optimized consumer connections, and actionable marketing intelligence — driving incremental sales and profit for our clients. wiland.com

YES LIFECYCLE MARKETING
Yes Lifecycle Marketing provides solutions that orchestrate cross-channel marketing communications to drive results and revenue. This is accomplished by leveraging technology, data, analytics, creative, and strategy to activate and optimize insights-driven, real-time, relevant communications. This holistic approach gives marketers the ability to source a full-service offering of best-of-breed technology and solutions from a single vendor in order to achieve their desired outcomes across all on and offline channels. yeslifecyclemarketing.com

ZETA INTERACTIVE
Zeta Interactive is an award winning Customer Lifecycle Marketing Company best known for simplifying complex marketing challenges with a strong platform, data and analytics capacity. Zeta helps the world’s leading brands acquire, grow and keep customers. Its marketing platform, Zeta Hub, is a comprehensive, multichannel marketing solution that unifies and unlocks data, driving return on marketing investment. It has grown through organic business moves, fueled by heavy investment in technology, as well as strategic acquisitions. Consider Zeta Interactive if you are a large enterprise focused on measurable results in acquiring or retaining customers in consumer products, retail, financial services, or the transportation & hospitality industry. Its managed services options will appeal to companies who use third parties for digital marketing execution. Its key differentiator is its aggressively data-driven approach to cross-channel, cross-device marketing optimization, enabled by its massive proprietary database, delivered with professional support. zetainteractive.com
Unlock the value of your customer relationships. Now.

VeraCentra is the all-in-one closed loop answer to your customer-centric marketing efforts. Agency and marketing technology services combine to provide you with a tailored fit solution that integrates engagement strategy, analytics, and journey design with an automated digital platform.

Our services and technology are wrapped around your customers, creating a full embrace that propels loyalty and drives profitability. Learn more about our proven approach at VeraCentra.com.
Give shoes. Give love.

Soles4Souls, CRMC, and Stage Stores have partnered for our first shoe distribution event in Chicago

We are thrilled to donate shoes to over 150 children in need at Namaste School

Visit online at soles4souls.org to see how you can help Wear Out Poverty Help Soles4Souls right from your phone! Text “SHOES” to 27722 to donate $5.

And don’t forget to see Soles4Souls CEO Buddy Teaster speak at 3:05pm on Thursday, June 16th main stage CRMC
For us the customer journey never ends

Discover how we deliver customer journeys that turn browsers into buyers and customers into brand advocates. **Visit us in our VIP lounge** in the exhibit area.

Or get in touch at [contactus@hartehanks.com](mailto:contactus@hartehanks.com)