

TESTIMONIALS

“I’d like to thank you and all your organization team members who helped me and all the others to gain the loyalty marketing knowledge and pass the exam to get the certificates

After completing the program, my thoughts about the loyalty marketing field have been changed, thanks for the comprehensive Program, and for sure, I will be referring this program to my colleagues who might be interested in Loyalty marketing.”

Mazen Obaid, Head of Loyalty Communications, Fawaz Al-Hokair Group (Saudi Arabia)

“During the CLMP training this year, you presented the ROI model, which I found to be one of the more exciting parts of the overall material. We recently worked on a tender to acquire a new customer for i360 - a retail chain running 150 stores across the country supported by a robust e-commerce model. We spent more than 100 hours developing the ROI model you showed, primarily supplementing it with detailed parameters that needed to be considered while planning project finance. On top of that, we extrapolated the results for the following years and created detailed management dashboards of the implications of the costs incurred on EBITDA, depreciation, cash requirements, etc.

As a result of this work, I have just signed a >1 mil USD contract with a new client. They conveyed that a significant factor in their decision to choose i360 was the professional development of ROI analytics.

The above would not have been possible had it not been for your training.”

Tomasz Makaruk, CEO, i360 (Poland)

“It's official! I am a Certified Loyalty Marketing Professional™! My love of loyalty has only deepened with completing this course. In my role I see first-hand how shoppers change their behaviour and shift their views because of loyalty, and this course has provided a great source of knowledge and inspiration to further fine-tune and develop more compelling offers for our retail clients and shoppers. Many thanks to The Loyalty Academy for your support and guidance in the past months. And thank you to Brand Loyalty for all your encouragement along the way!”

Catherine Stuart, Sr. Insights Consultant, Brand Loyalty (Hong Kong China)

“I’m very happy and satisfied about the course quality and the amount of knowledge I gained from it. The instructors were also very clear and knowledgeable about the subjects they were presenting, with extended explanation and examples to clarify the slides.”

Ahmed Zaki, Fawaz Al-Hokair Group (Canada)

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"I am so grateful to be a part of this group. I felt the courses were thoughtfully put together and well structured. Also, the new portal experience was great. It was so helpful (and motivating) to see the progress and get to hit "mark complete" at the end of each course. I look forward to recommending this to other loyalty marketers!"

Stacy Allgeier, MBA, Account Manager, Hinda (USA)

"The conversations among the delegates, especially at the networking reception, are what makes this event unique. I especially liked private discussions with the sponsors. We have a loyalty program but I am always looking for new ideas, new technologies, possibly new partners. Sponsor conversations were far better than any sales call I've ever gotten from loyalty companies."

Anonymous Retailer (UAE)

"What a great experience with The Loyalty Academy, something I would highly recommend if you are interested in loyalty marketing. Thank you for a wonderful time learning more about loyalty! Great to have this certification and look forward to using the knowledge gained to help our partners!"

Mark Schoombie, Gratifii (UAE, South Africa, Australia)

"Thank you so much! I really enjoyed the workshop - learned a lot and met some very interesting people. I had a great time listening to Mike talk and hearing his stories. Will definitely be building on this by reading and learning more and hopefully be able to implement loyalty marketing programs for some of our clients. Thanks again so much for your time, I really appreciated it. Hope to see you next time you come to Dubai!"

Maazin Haque, Publicis Groupe (UAE)

"I am extremely happy and pumped up taking up this course. The dedication and passion you have showcased in responding to each of my emails and sharing such a detailed analysis is inspiring.

I feel wonderful and have learned immensely from the course. I have watched all the videos in the curriculum without skipping even the electives. It was a pleasure taking this up. Thanks for your guidance and support. Please let me know the next steps. I will spread the word in my circle, so that fellow colleagues also take up this wonderful course & get their certifications. Please continue the great work that you're doing! It's been a beautiful and amazing learning experience"

Arjun Singh, Accenture, (India)

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“Thank you very much for the training and support. I was an IT guy in transaction processing for almost 27 years (came from Fifth Third/FTPS/Vantiv) and just recently moved to Loyalty. I think the growth opportunity is huge and very exciting. The Marketing training definitely helps open even more opportunities.

By the way, Mike did a GREAT job!!”

Sam Adams, FIS Global (USA)

“Thanks for all the help. In the meantime, I would like to thank everyone at the loyalty academy and wise marketer for such detailed and insightful content on the subject matter. I have been breathing loyalty for a decade and yet there were so many new things that I learned during the course. All the details and courses are articulated to perfection.”

Siddhant Jain, Capillary, (UAE)

“A loyalty expert is a cross-functional role that needs a variety of skills sets. There's a gap in the market when it comes to loyalty best practices and insights. I believe The Loyalty Academy covers that gap.”

Rima Alghanim, Banque Saudi Fransi (Saudi Arabia)

“The 3 days of training just passed by too quickly. But the 3 days definitely gave us years of knowledge and a great opportunity to connect with loyalty colleagues from different fields.”

Nabeel Sab, Kuwait Airways (Kuwait)

“I spent more than half of my life working as Head of IT and involved in so many data driven, data-analysis projects in different industries, from Advertising, Legal, Healthcare, E-commerce, Real Estate and the current one (Loyalty Marketing). CLMP will create a great advancement in my portfolio and my project. My gratitude to you for all you have done, it is unforgettable experience. I truly appreciate you and your team; and time you spent helping us in Dubai on how to deal with Loyalty Programs the proper and more professional way. I enjoyed every minute of sharing your thoughts and knowledge. Now I have courage, luck, belief, confidence and fortune to deal with Loyalty Programs, I owe you BIG.

Once again, thank you very much for the knowledge.”

Eddie Suerte Felipe, Gain (UAE)

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“This is something I have wanted to achieve for some time and I am grateful I gave it the time and attention needed. For those looking for a comprehensive course on loyalty programs, this is it. Even though I have been in the loyalty space for a few years now, this course was very insightful - from looking at the different business models available, financial modelling, technology considerations (existing and emerging), all the way to predictive modelling, advanced engagement and gamification, and much more.”

Karen Cordeiro, Marketing Director – Loyalty & B2B, The Entertainer (UAE)

“Absolutely thrilled today to join The Loyalty Academy group of Certified Loyalty Marketing Professionals™. I've completed my course, learned loads of great new insight, done the exam and the business case and am now proud to count myself as one of this brilliant group of 200+ loyalty professionals spread across the globe. I will be celebrating this weekend! Very proud to join this universe...excited to meet other CLMPs across the globe and share insight.”

Charlie Hills, Managing Director & Head of Strategy, Mando-Connect (UK)

“Great courses...this will absolutely help me in my day-to-day role!”

Anna Tuohy, Director Program Delivery, Epsilon (US)

“Thank you The Loyalty Academy! Feels great to be a part of such a unique & elite community of loyalty professionals. Margaret Meraw, MBA, CLMP & Michael Capizzi, CLMP - Thank you for your constant support during the entire course duration & after!”

Krishma Chheda, Analytics Consultant (India)

“I really do love working in the loyalty industry but even though I hold an MBA, I had never studied the principles of loyalty until I found the Loyalty Academy! For me, investing the time and resources to become a Certified Loyalty Marketing Professional™ was an essential step in feeling confident that I could operate in this industry to the highest professional standards, plus I was super excited to join such an impressive group of loyalty experts around the world. I did the online course as it allowed me the flexibility to study while I worked, and by becoming a member, it was great value. I highly recommend the loyalty academy and the CLMP to anyone serious about building their knowledge and career in loyalty long term.”

Paula Thomas, Host, *Let's Talk Loyalty* (UAE)

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“Fully completing the CLMP training has really improved my knowledge and understanding of Loyalty and I now feel much more confident moving forward in discussions with prospects and clients.”

Bhupinder Panesar, MSc, Director of Pre-Sales, Epsilon (UK)

“This is AWESOME! Thank you both for putting together a great course! I’ve already got a lot of value out of it for my clients and look forward to continuing to put it to use.”

Travis McCan, Sr. Relationship Marketing Strategist, DegDigital (USA)

“Fantastic, thank you! I really enjoyed the CLMP process and courses and will definitely be taking more. Some great educational content there, nice work guys.”

Glenn Shaw, Director of Business Development, Incentive Solutions Ltd (New Zealand)

“Very thankful to **The Loyalty Academy** for the opportunity to participate. It was a great experience for me and I learned a LOT! Definitely would recommend to those considering options to continue their education in the loyalty industry.”

Mike Templeton, Director of Digital Marketing & Guest Loyalty, Casey’s (USA)

“I would highly recommend this course to anyone interested in Loyalty. It has been really thought provoking and the learnings have already led us to implement new ideas and improvements that we can roll out to clients soon. Very pleased to have been awarded the CLMP from the **The Loyalty Academy** this month. I have really enjoyed all the courses and many of them have provided us with some great ideas that we have been able to take to clients and implement.”

Melanie Parker, Director, Stream Loyalty (UK)

“I strongly recommend this as a great way to learn and grow professionally. I am personally going through the courses right now.”

Pavel Los, Global Loyalty Program Manager, Shell (Czech Republic)

“Thank you also for a great course - really useful content that structures the knowledge about loyalty.”

Piotr Kozlowski, Vice President Consulting, Airline/Travel Loyalty, COMARCH SA (Poland)

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“Thanks for all your help. I am so excited to officially join the community loyalty marketing professionals and to have access to experts like yourself.

Using the mechanism of loyalty marketing, I am trying to build a national rewards program to help revive the tourism & retail economy in few markets. I intend to benefit from your connections and expertise in this regard.

I want to commend you all, for this amazing courseware, Although I have been working in this space and, but coursework and presentations have helped me enhance my understanding & gave deep insight into the beauty of loyalty marketing where-in everything so well-crafted is carefully designed to achieve the desired results.”

Ilyas Zameer, Founder & CEO, The Travel Platform (USA)

“Very proud, honored and humbled to be recognized as a Certified Loyalty Marketing Professional (CLMP) by the Loyalty Academy. **#lifelonglearning** - Because you stop learning when you lay down and give up on life. Thank you **Paula Thomas** for inspiring me to do this; **Michael Capizzi, CLMP** and **Bill Hanifin, CLMP™** for setting up this incredible program and most of all my course-guide and mentor on this journey - **Margaret Meraw, MBA, CLMP** who kept me focused and motivated.”

Manav Fernandez, Co-Founder, Quick Brown Fox Consulting (UAE)

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