



## TESTIMONIALS

### MIDDLE EAST

“Although I have been in the loyalty space for some time now, I had a great time attending the course. This will surely help us plan the roadmap for our programme. Very excited to be a part of the Loyalty Academy.”

Ershad Ahmed, Vice President - Loyalty and Strategic Partnerships, GEMS Education

“I’d like to thank you and all of 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)

“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 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)

“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)

“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 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)

“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)

“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)

“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)

---

## AFRICA

“I am ecstatic! Most importantly I will be putting the newly acquired knowledge to great use, immediately! Great course on customer loyalty!”

Sandise Sibanda, Marketing Mgr., Sun International (South Africa)

“I had such a blast. It really tested my thinking. I'd like to take our rewards programme through the rigor and get the academy to review. It will be my dissertation!”

Ntebo Rajuili, Head: FinTech Loyalty, IMAS Finance (South Africa)

“This was an incredible course – even having been in the loyalty industry for 10 years, the course provided opportunity to learn, share and network with like-minded people from all different industries and gain global perspectives and insights.”

Jodi Kearns, Commercial Product Mgr, Adumo (South Africa)

*Please note all titles, companies and locations recorded above are based on the original date of CLMP graduation and are subject to change.*

---