



**Bryan Pearson**  
**President and CEO, LoyaltyOne Inc.**  
**Author of *The Loyalty Leap: Turning Customer Information into Customer Intimacy***  
**[bpearson@loyalty.com](mailto:bpearson@loyalty.com)**

With more than two decades of experience developing meaningful customer relationships for some of the world's leading companies, Bryan Pearson is an internationally recognized expert and author in the fields of enterprise loyalty and coalition marketing. As President of LoyaltyOne, a pioneer in loyalty strategies and measured marketing, Bryan heads six global enterprises, leveraging the knowledge of 120 million customer relationships over 20 years to create relevant communications and enhanced shopper experiences.

A sought-after speaker and author of the bestselling book: ***The Loyalty Leap: Turning Customer Information into Customer Intimacy***, Bryan has presented around the world at such well-known events as The Art of Marketing, Loyalty World, Card Forum and the Economic Club of Canada. He also is a frequent speaker at conferences hosted by the Direct Marketing Association and the Canadian Marketing Association.

In 2012, Bryan was selected to be among SmartMoney's "[Power 30](#)," an annual list of leaders who shape worldwide economic currents and the consumer experience. He is often quoted by news outlets including: *The Wall Street Journal*, *Forbes*, *BusinessWeek*, the *Los Angeles Times*, the *Vancouver Sun*, the *National Post*, *Globe and Mail*, the *Chicago Tribune*, the Associated Press and MSNBC. He is a regular contributor to *Fast Company*, *Retail Customer Experience*, *Customer Think*, *Creative Match* and *COLLOQUY*.

***The Loyalty Leap: Turning Customer Information into Customer Intimacy*** was published in May 2012 by the Portfolio imprint of Penguin Group in both the US and Canada and became a *New York Times*, *Wall Street Journal* and *USA Today* bestseller in its first week. The book draws on Pearson's first-hand experience in building emotional loyalty in an information age, with insightful stories from the trenches of the data-gathering and marketing communications fields. ***The Loyalty Leap*** details strategies for building unwavering customer loyalty while also navigating the minefields of privacy. More information is available at [www.pearson4loyalty.com](http://www.pearson4loyalty.com).

Bryan joined Alliance Data in 1992, was appointed President of the AIR MILES Reward Program (AMRP) in 1999 and of LoyaltyOne in 2006. Since then, Bryan spearheaded LoyaltyOne's expansion into South America and the launch of AIR MILES My Planet and AIR MILES for Social Change, growing AMRP to more than 10 million accounts – two-thirds of Canadian households. In 2010, LoyaltyOne earned more than 30 awards for its role as a best employer, its green initiatives, its marketing and its human resources. In addition, Bryan serves as a member of the Executive Committee of Alliance Data, owner of LoyaltyOne.

Prior to LoyaltyOne, Bryan launched his career in brand marketing at the Quaker Oats Co. of Canada, followed by a position in technology/software at Alias Research Inc.

Bryan supports a number of community and charitable groups including the Toronto French School and Kids Help Phone, and he is a Board Member of the Canadian Marketing Association and the Special Olympics Canada Foundation. He holds a BScH and an MBA from Queen's University and is an active member of its Venture Management Program.



## About LoyaltyOne

LoyaltyOne is a global leader in the design and implementation of coalition loyalty programs, customer analytics and loyalty services for Fortune 1000 clients around the world. LoyaltyOne's unparalleled track record delivering sustained business performance improvement for clients stems from its unique combination of hands-on practitioner experience and continuous thought leadership. LoyaltyOne has over 20 years history leveraging data-driven insights to develop and operate some of the world's most effective loyalty programs and customer-centric solutions. These include the AIR MILES Reward Program, North America's premier coalition loyalty program and a working partnership with Latin America's leading coalition program, dotz. LoyaltyOne is also the equity partner of Direxions, a loyalty pioneer headquartered in India and the owner of COLLOQUY, a group dedicated to research, publishing and education for the global loyalty industry. LoyaltyOne is an Alliance Data company. For more information, visit [www.loyalty.com](http://www.loyalty.com).