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John Bartold is Epsilon's Vice President, Loyalty Solutions with responsibility for the development and evolution of loyalty-marketing programs for Fortune 500 companies. He specializes in develop marketing initiatives to build relationships and alter customer behavior to increase profits and reduce churn. Additionally, John serves as a Contributing Editor to COLLOQUY® (www.colloquy.com), a magazine and Web site that report on loyalty-marketing programs across all industries, around the globe. John is a frequently requested speaker on the subject of marketing and management at conferences around the US. He also serves as a faculty member for the highly popular Loyalty Marketing Workshop offered throughout the USA by the Direct Marketing Association and COLLOQUY®.

John began his career with Maritz, Inc., a market research and performance incentive firm, where he held senior account management and creative director positions over the course of 22 years. He holds a B.A. in Media and a B.A. in Management from Webster University in St. Louis, MO. Over his career, John has been involved in a broad range of client initiatives across a variety of verticals including clients such as Norwest Card Services (now Wells Fargo), W. W. Grainger, West Marine, Best Buy, CompUSA, Eddie Bauer, Verizon, Sprint, CitiBank, Speedway SuperAmerica, Exxon Mobil, Chevron Texaco, Valero, Sears Canada, Bell Canada, Microsoft, La Quinta Inns and Suites and Charter Communications.

COLLOQUY comprises a collection of publishing, education and research resources devoted to the global loyalty-marketing industry. COLLOQUY® has served the loyalty-marketing industry since 1990 with over 32,000 global subscribers to its magazine and www.colloquy.com is the most comprehensive loyalty web site in the world. COLLOQUY's research division develops consumer and B-to-B research studies and white papers including industry-specific reports, sizing studies and insights into the drivers of consumer behavior. COLLOQUY also provides educational services through workshops, webinars and speeches at events throughout the world and is the official loyalty-marketing partner of both the Direct Marketing Association and the Canadian Marketing Association. COLLOQUY also operates The COLLOQUY Network, a global consortium of practitioners certified in COLLOQUY's proprietary methodology. COLLOQUY magazine subscriptions are available at no cost to qualified persons at www.colloquy.com or by calling 513.248.9184.



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