



Colleen Becker

Contributing Editor

COLLOQUY

colleen.becker@colloquy.com

As a Consulting Program Specialist for COLLOQUY, Colleen Becker provides strategic consulting services to help companies develop actionable marketing strategies that improve customer yield and corporate profits. Colleen is currently engaged with loyalty-marketing consulting assignments for Procter & Gamble/Ukrop's and Speedway.

Previously, Colleen served as a Customer Loyalty Manager for Best Buy Stores, Inc. where she contributed to their customer loyalty strategy, was a key participant in a marketing task force that developed and tested new value propositions and oversaw the marketing budget for the highly-successful Reward Zone loyalty program. She also held several relationship marketing roles for the Carlson Marketing Group including a senior account executive on the Sprint and Bristol Myers Squibb accounts, the new business development manager of Europe based in Amsterdam and the Account Manager of Belgacom Mobile in Belgium.

Colleen graduated with a BA in Marketing Management and French from the University of St. Thomas in St. Paul, MN.

About COLLOQUY

COLLOQUY comprises a collection of resources devoted to the global loyalty-marketing industry. The flagship resources are COLLOQUY Consulting, a loyalty consulting practice, COLLOQUY®, a quarterly publication serving the loyalty-marketing industry since 1990, www.colloquy.com, the most comprehensive loyalty web site in the world, COLLOQUY's Research and Education divisions, and the COLLOQUY Network, a global network of consultants certified in COLLOQUY's consulting methodology. Together they provide a worldwide audience of 25,000+ marketers with consulting services, news, editorial, educational and research services across all verticals and around the globe. 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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LoyaltyOne

1000 Summit Drive, Suite 200
Milford, Ohio 45150
513 248-9184

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