



**Mike Charron**  
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At Epsilon, Mike Charron is responsible for sales, implementation and execution of loyalty-marketing initiatives, with a primary focus on the retail and financial verticals. Mike's clients include Best Buy, Citi, Spiegel Brands, The Limited, Limited Too, GNC, American Automobile Association, Verizon, and Toys R Us.

Mike has been with Epsilon since 1998 and is a frequently requested speaker on the subject of loyalty marketing at conferences around the US. He also shares his insights to COLLOQUY® where he serves as a contributing editor.

Prior to joining Epsilon, Mike was responsible for building and managing sales and marketing teams at Dun & Bradstreet and Verizon. His extensive background in database marketing, strategic marketing initiatives and client management, give him the competitive insight demanded by Epsilon's Fortune 500 clients.

Mike is from Louisville, KY and is a graduate of Bellarmine University, and currently resides in Stewartsville, NJ with his wife Denise, and 3 children.

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](http://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](http://www.colloquy.com) or by calling 513.248.9184.



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