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As Research Analyst for **COLLOQUY**, a collection of resources devoted to the global loyalty-marketing industry, Joan Deno oversees all primary and secondary research projects to support COLLOQUY's publishing efforts and client consulting engagements. Her responsibilities include managing the comprehensive COLLOQUY research library as well as coordinating the logistics for COLLOQUY educational events including workshops, webinars and the annual Loyalty Marketing Summit. Additionally, Joan oversees The **COLLOQUY** Network, a global partnership of independent loyalty consultants and practitioners that leverage COLLOQUY's unique brand recognition and resources and are certified in COLLOQUY's consulting methodology.

Prior to joining the COLLOQUY team in 2006, Joan spent six years as Business Development Manager for Frequency Marketing, Inc. (now Epsilon) where she developed annual loyalty marketing sales plans as well as identified, qualified and tracked sales leads, wrote sales proposals and managed the company's trade show efforts.

Joan has a BS in Business from Xavier University in Cincinnati, Ohio with an emphasis in Marketing and Management.

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



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