

Jill Z. McBride
Contributing Editor, COLLOQUY

With two decades of experience in loyalty marketing, Jill McBride serves as a Contributing Editor to COLLOQUY, a collection of publishing, education and research resources devoted to the global loyalty-marketing industry. She helped found COLLOQUY in 1990.

In addition to writing for COLLOQUY, Jill manages COLLOQUY's world-renowned Speaker's Bureau and produces COLLOQUY's Loyalty Marketing Summit, an annual event that brings together loyalty thought leaders from around the globe.

Jill's loyalty-marketing experience began at Frequency Marketing (now Epsilon Loyalty, a division of Alliance Data), where she managed communications for ITT Sheraton's loyalty program. As Director, Client Services and Public Relations she oversaw internal and external communications and sold and managed loyalty-marketing initiatives and direct marketing programs for Abbott Laboratories, 800-FLOWERS, Official Airline Guides, American Express Publishing, and Scripps Howard.

Jill left Frequency Marketing to become Sr. Vice President at Loren/Allen/Odioso Advertising where she supervised relationship marketing, advertising and direct marketing for Ralston Purina's breeder/enthusiast division as well as Argosy Casino.

In 1996 Jill founded JZMcBride & Associates to provide marketing, direct marketing, public relations and event planning services and consultation. A decade later through vision and clarity the firm is honored to serve an impressive roster of consumer, business-to-business and non-profit clients such as LoyaltyOne, Alliance Data, COLLOQUY, Cowan Auctions, Precima, Direct Antidote, Jean-Robert French Restaurant Group, The SHOPA Kids in Need Foundation, ICOM Information and Communication, 7 Days for SIDS, Photonics Graphics, Michael and Co. Salon and Healthy Advice Networks.

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.

