



BRYAN A. PEARSON
President and CEO, LoyaltyOne

As President and CEO of LoyaltyOne, Bryan Pearson is responsible for leading Alliance Data's loyalty enterprises including: the AIR MILES® Reward Program, North America's premier coalition loyalty program; COLLOQUY®, a global loyalty marketing publisher and consultancy; Direct Antidote, a full-service direct marketing agency specializing in data-driven campaigns designed to deliver measurable results that inspire customer loyalty and return on investment; and Precima, which develops and executes Enterprise Customer Management solutions that translate retail customer data into enhanced customer experiences leading to increased retail sales and profits.

Recognized for his insight in the areas of loyalty marketing through the use of database techniques and coalition marketing, Bryan is a frequent international speaker and commentator on enterprise loyalty, retail marketing and customer relationship management. He's been widely quoted in publications including the Globe and Mail, National Post, DIRECT, and Direct Marketing News.

As a member of Alliance Data's Executive Committee and the COLLOQUY Editorial Board and faculty, Bryan joined Alliance Data Loyalty Services (formerly The Loyalty Group) in 1992 and was appointed president of the AIR MILES Reward Program in 1999. He previously served as Vice President of Sponsor Management and later added responsibilities for all AIR MILES marketing activities. Bryan began his career at the Quaker Oats Company of Canada in brand marketing before moving to the high tech/software sector with Alias Research Inc.

Bryan supports a number of community and charitable groups including Toronto French School, Kids Help Phone and is a Board Member of the Special Olympics Canada Foundation. He is also an active participant in the Queen's University Venture Management Program. Bryan has a BScH and an MBA from Queen's University.

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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