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In her role as Senior Editor, Sharon writes and edits stories for *COLLOQUY* magazine as well as for the colloquy.com website. She helps develop future communications and research initiatives, and also works on white papers and thought leadership content for other lines of business within LoyaltyOne.

Prior to joining COLLOQUY, Sharon was Executive Editor of *DMNews* (published by Haymarket Media), where she helped lead a team responsible for all print and online content covering the direct, database and digital marketing industry, including search engine and social media marketing. Previously she worked as a writer, editor and communications consultant, where her diverse clientele included Reed Business Information, Condé Nast Publications, the AARP, L'Oréal, Disney Channel and PBS. Sharon began her career in a series of writing and editorial roles with consumer and industry publications, including TV Guide, Child and National Jeweler. She has a BA from George Washington University.

**COLLOQUY** comprises a collection of publishing, education and research resources devoted to the global loyalty marketing industry. *COLLOQUY*<sup>®</sup> 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 website 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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