

**Sol Zia**  
**LoyaltyOne Consultant**  
**COLLOQUY Contributing Editor**

As a LoyaltyOne consultant, Sol Zia belongs to a team of internationally recognized practitioners who have worked with such notable clients as MGM MIRAGE, Best Buy, SuperValu and VISA International. His expertise in customer relationship metrics, marketing optimization and strategic analytics helps advise clients on results-proven practices of the loyalty marketing industry.

Sol boasts more than 15 years experience in consulting, analytics and customer relationship management. Most notably, he worked with Microsoft leading the measurement and learning campaign for the launch of Windows Vista and worked with Cathay Pacific focusing on their North American segmentation. Sol also held significant roles working with other corporate clients including Discover Card, Washington Mutual, Wells Fargo, Sears, Unilever, Toyota and Nortel.

Before joining LoyaltyOne Consulting, he worked as senior vice president with McCann Worldgroup in San Francisco leading the data and analytics group. Prior to McCann, Sol was the associate vice president of database marketing for AEGON Direct Marketing Services (ADMS) leading a large-scale analytic and CRM projects intended to integrate ADMS marketing operations for all sites into a single end-to-end marketing solution.

Sol's vast consulting experience is complemented by an extensive speaking and writing resume that includes appearances at some of North America's largest marketing conferences. His areas of expertise include marketing optimization, predictive modeling and ROI measurement. He is also quite involved in the CRM/Analytics business community and continues to be a regular contributor to industry forums and activities.

**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.

