

# LAUNCHPAD

## Leading Loyalty Forward: How to create connections between brands, employees and customers

4/21 1:45pm-2:00pm EDT

Brandmovers is a global leader in developing and executing engaging campaigns that create rewarding connections between brands and their most valuable customers. We transform typical concepts into purpose-driven, impactful, and delightful engagement experiences customers love. At Brandmovers we don't simply make promotions and loyalty programs. We create digital experiences that attract attention, incentivize participation, and build long-lasting customer-brand affinity. Combining experience with a data-driven approach, our global team utilizes the best in technology, design principles, and operational strategy to build ideal engagement solutions for our clients' business needs and goals. This is why the most recognized companies around the world rely on Brandmovers to help attract, reward, and retain their customers.

### Key Takeaways:

1. Loyalty, could it be the next industry disruption?
2. How Brandmovers platform can help overcome barriers to entry
3. How loyalty programs can help overcome pain points of today's business
4. Global Statistics related to loyalty programs
5. Demo of Brandmovers, Employee Recognition, Loyalty and Learning Management Systems Platforms

## Speaker Bios:

### Jeffrey Kraez

President, Industrial Division, Brandmovers



Jeff Kraez has spent over 25 years in the industrial industry leading various cutting tool organizations. Jeff has a BS in mechanical Engineering and has completed multiple Advanced Business programs during his career. Prior to joining Brandmovers, Jeff was General Manager, Americas for the WIDIA Products group where he led, Sales, Marketing and Customer Service. During his time at WIDIA, he was the designer and developer of their Customer Loyalty program, a first of its kind for B2B industrial manufacturing. He brings his last three years of experience and learning to a new industry, where he can apply his vast industry knowledge to help other companies create new ways to build relationships with their customers.

### Oliver Mitchell

VP of Sales, Brandmovers



Oliver has 9 years of experience working with enterprise level clients to develop marketing software and strategies that enable them to better engage with their customers and employees. He specializes in B2B Channel Incentives, B2C loyalty programs, SaaS platforms, Recognition and Rewards, Sales Incentives, and digital promotions. Oliver has been the point person for multi-year initiatives with companies such as L'Oréal, Kennametal, Sivantos, and Stanley Security. He has a BS in Finance from Auburn University.

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