

Team bios

Howard Schneider - The customer loyalty landscape has changed a lot during Howard's years with consulting leaders Metzner Schneider Associates and pioneering agency Brierley+Partners. He built and managed Kobie Marketing's consulting practice; was co-founder and Managing Partner at MSA; and Executive Vice President at Brierley. From the first modern programs through today's digital loyalty ecosystems, Howard been part of the ever-evolving world of how consumers engage with brands. As publisher of industry newsletter Schneider on Loyalty, his views are widely quoted in marketing and general business publications.

Howard has helped lead the development, implementation, management and optimization of customer engagement programs generating billions in sales for Virgin America, BayCare, Neiman Marcus, American Eagle Outfitters, Verizon, Ascena Brands, Warner Bros., Sears/Kmart, T.G.I.Friday's, GameStop, Dave & Buster's, Farmers Insurance, Marriott, Hilton, United Airlines and other leading global brands.

Kate Hogenson - Kate Hogenson has extensive experience as an innovative strategist for multiple leaders in loyalty including Kobie Marketing, Metzner Schneider Associates, Merkle, and Brierley+Partners. She brings a cross-industry perspective of best practices from serving major brand names in Health and Beauty, Travel and Hospitality, Retail, Banking, Dining, Entertainment, and Telecommunications sectors. She is known for her innovations, including the creation of Emotional Loyalty Scoring (ELS®), which Forrester recognized for its "ability to understand and earn emotional loyalty."

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Laura Siegfried - Laura has extensive experience developing, implementing and managing loyalty and marketing programs across many industries. Her client-side experience includes American Airlines, Verizon, and Shaw's Supermarkets. As a consultant with Brierley+Partners, Metzner Schneider Associates and Kobie Marketing, she advised clients including Avis/Budget, AT&T, Choice Hotels, Blockbuster, LEGO, American Eagle Outfitters, Sears, and many others. Most recently, she worked with a tech start-up on an innovative new offering at the intersection of loyalty programs, partnership programs and payments. Laura holds a BA from Dartmouth and an MBA from The Wharton School.

Mary Henslee - Mary is a loyalty marketing expert with a focus on consumer research. She has led research efforts across a number of industry-leading clients, and used research-based insights to inform the design, management and optimization of customer engagement programs. Mary built her career with agency and client industry leaders including Mary Kay, Inc., Brierley+Partners, Cheetah Digital, American Airlines, Metzner Schneider Associates, and Kobie Marketing. She developed brand and customer understanding serving global clients such as Star Alliance, 7-Eleven, American Eagle Outfitters, Camping World, Texas Christian University, Neiman Marcus and others. Mary received her BBA from Texas Christian University and her MBA from the Kellogg School at Northwestern.

Alex Fisher - Alex Fisher is a seasoned loyalty professional with a background in SaaS loyalty software, known for her expertise in research, program implementation, and strong focus on fraud mitigation, competitive analysis, program strategy, and seamless integration. At Loyalty Lab she played a pivotal role in architecting and managing client programs. At Bunchball Alex was immersed in gamification based programs. As a member of Kobie Marketing's loyalty strategy consulting practice, she co-created their Loyalty Program Fraud Assessment product and services. She's worked with top-tier brands including Virgin America, PetSmart, Williams-Sonoma, VF Brands, Subway, Target, Verizon, Procter & Gamble, and many more.