

# Meet the Schneider Team

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Mary Henslee



Laura Siegfried



Kate Hogenson



Alex Fisher



Howard Schneider

“Present at the creation” of the modern loyalty program, our core team has been inventing the future of customer engagement ever since.

- Veterans of pioneering agency Brierley+Partners, Kobie Marketing, and respected consultancy Metzner Schneider Associates.
- Widely cited and quoted in marketing and business publications, and as speakers and guest lecturers.
- Publisher of industry newsletter “*Schneider on Loyalty*”