FOR IMMEDIATE RELEASE

Jay Loeffler Expands Off Piste Holdings with Growth Leadership Roles at SKUx and Kaleidoscope

Former Valpak and Clipp chief revenue officer brings a proven record of scaling revenue, modernizing commercial models and building high-performance growth engines

TAMPA, Fla. — [September 8, 2026] — Jay Loeffler, founder and owner of Off Piste Holdings, today announced that he will serve as Chief Growth Officer for SKUx and Operating Partner for Kaleidoscope. Through these roles, Loeffler will help both organizations accelerate commercialization, expand strategic partnerships and build scalable, accountable growth platforms.

The appointments represent the next chapter for Off Piste Holdings, an operator-led advisory and investment company created to help growth-minded businesses move from opportunity to measurable execution. Its approach combines go-to-market strategy, organizational design, strategic partnerships and revenue operations to help companies build durable enterprise value.

> *"Off Piste was built on the belief that breakthrough growth rarely follows the most traveled path," Loeffler said. "SKUx and Kaleidoscope serve different markets, but both are solving complex problems through technology, data and better customer experiences. Each has the opportunity to create a new category of value."*

As Chief Growth Officer of SKUx, Loeffler will focus on scaling the company's Verified Commerce™ offerings, advancing commercialization, developing strategic distribution and channel partnerships, and driving the next phase of market expansion.

SKUx is transforming the retail ecosystem by connecting digital value to real-world purchases with precise, item-level control. Its patented SKUPay® technology creates a modern transaction-intelligence layer above the point of sale, moving eligibility rules, value funding and verification away from legacy POS systems. This enables retailers and brands to replace fragmented coupon processes with secure, efficient and programmatic offers at scale.

Loeffler has been connected to SKUx since its founding, first as an early advisor and later as its President and a member of its Advisory Board. In those roles, he helped commercialize the platform and establish key relationships across the payments and commerce ecosystem.

> *"SKUx is at a pivotal point: the technology is ready to transform the retail ecosystem, and the market is demanding greater transparency, accountability and control," Loeffler said. "Having been involved since its earliest days, I've seen the vision mature firsthand. Under Bobby Tinsley's leadership, SKUx has the technology, team and culture to lead the next phase of Verified Commerce."*

As Operating Partner for Kaleidoscope, Loeffler will work alongside the company's leadership team to accelerate its evolution from a highly capable print-and-mail provider into a broader secure communications and customer acquisition platform.

Kaleidoscope combines HITRUST- and HIPAA-aligned capabilities, sophisticated data and variable production, campaign tracking and direct-mail execution. The company is positioned to serve organizations in healthcare, insurance, financial services, retail, home services and other industries where security, accuracy and accountability are essential.

Loeffler's focus will include enterprise growth strategy, vertical expansion, strategic partnerships, sales enablement and the development of recurring, technology-enabled solutions across Kaleidoscope's retail and wholesale channels.

> *"Kaleidoscope has the operational foundation, leadership and trusted capabilities required to become a much larger enterprise," Loeffler said. "The opportunity is to build upon that foundation—expanding the company's national reach, productizing its capabilities and helping clients turn secure communications into a measurable growth channel."*

Before founding Off Piste Holdings, Loeffler spent approximately 20 years with Valpak and Clipp, ultimately serving as Chief Revenue Officer and Chief Sales Officer. He helped lead a commercial sales organization serving more than 65,000 advertisers across over 160 markets.

During his tenure, Loeffler helped grow the company's national revenue by over 300%, build a mid-market Agency team exceeding $150 million in contracted revenue and expand the organization beyond its traditional direct-mail foundation into digital media, connected television, data and performance-based marketing solutions. He also helped integrate the Valpak and Clipp commercial organizations, merchandise new products such as PlusOne, and manage a P&L greater than $300MM.

That experience now informs the Off Piste operating model: identify the highest-value growth vectors, build the commercial infrastructure required to capture them and connect strategy to clear measures of performance.

> *"My career has centered on helping companies evolve without losing sight of what made them successful," Loeffler added. "At SKUx, that means helping bring a transformative commerce platform to a much larger market. At Kaleidoscope, it means turning exceptional execution, security and customer trust into a scalable growth advantage. Off Piste Holdings provides the platform to contribute meaningfully to both."*

About Off Piste Holdings

Off Piste Holdings is an operator-led advisory and investment company founded by Jay Loeffler. The firm partners with leadership teams and investors to develop and execute measurable growth strategies across commerce, media, technology, marketing services and data-driven customer engagement. Its work spans go-to-market strategy, revenue operations, strategic partnerships, organizational development and enterprise-value creation.

About SKUx

SKUx is the leader in Verified Commerce™, enabling brands, retailers, healthcare organizations and humanitarian partners to deliver digital payments, incentives and benefits with item-level precision. Its patented technology verifies every transaction down to the individual SKU, providing greater transparency, accountability and control. For more information, visit skux.io.

About Kaleidoscope

Kaleidoscope is a secure communications and data-driven direct-mail company providing sophisticated production, personalization, tracking and campaign-execution capabilities. With a strong foundation in highly regulated communications, Kaleidoscope helps organizations deliver more secure, relevant and measurable customer experiences.