MEGAN FLYNN

Dallas, Texas | 305.778.1155 | meganeflynn@gmail.com | LinkedIn Profile

Senior Executive: EVP| SVP | Managing Director

Executive leader with extensive experience in marketing, developing and nurturing client relationships, acquiring new business and loyalty program design. Consistent record of leading positive change, identifying and implementing new revenue opportunities, strengthening customer relationships, and negotiating multi-year contracts with strategic alliances, partners, clients and vendors that yield top- and bottom-line benefit. Experience includes merger and acquisition initiatives, direct response marketing, Customer Relationship Management (CRM) and business solution design for local, regional and national retailers.

CORE SKILLS

Strategic Planning & Execution | Negotiations | Brand Development & Positioning | Client Relations
Multimedia Marketing | CRM | Process Improvement | Organizational Leadership | Reporting Analytics & KPIs
B2B and B2C Marketing | Business Development | Product Design | Project Management | M&A Due Diligence
Budgeting & Forecasting | Change Management | Board of Directors Interaction and Reporting

PROFESSIONAL EXPERIENCE

EXCENTUS CORPORATION – Dallas, Texas 2/2014–9/2016

Executive Vice President, Program Development, Brand & Communications (2/2016–9/2016)

Refined brand positioning and program persona to better influence consumer activities and engagement; created new promotional opportunities for participating retailers across numerous channels (mobile app, email, web, and social media) while improving messaging relevancy to members via targeted communications

- Identified KPIs and directed the presentation of proof of value metrics collection to partners and retailers
    - Consumer shopping frequency and spend resulted in $800+ million in redeemed Fuel Rewards savings
- Developed a CRM strategy that leveraged consumer segmentation, personalization, transaction history, content curation and third-party overlays to improve targeting, open rates, revenue and RFM contribution
- Signed new strategic agreements within the critical grocer category (Albertsons/Safeway, Ahold USA) which typically yield a 6 to 8% increase in same store grocer sales
- Led partner development efforts to establish and exceed defined performance goals and other metrics including partner retention of contributing accounts (90%+), increased member referrals, reduced cost to service accounts (-25%) and overall partner satisfaction

Executive Vice President, Strategy & Business Development (2/2014–1/2016)

Served as a member of the company's executive team responsible for the development of the multi-year enterprise growth strategy and the preparation, evaluation and execution of the underlying prioritized efforts

- Drove revenue growth via program strategy and communications that included CRM design, product design, brand evolution and public relations to help establish Excentus and Fuel Rewards as an industry-recognized loyalty coalition program
    - Created a dedicated B2B CRM process via salesforce.com; created 20+ media/public relations campaigns; established a tradeshow and conference presence for Fuel Rewards
- Led the team negotiations for numerous "earn category" relationship agreements, including: MasterCard, Visa, American Express, JC Penney, Toys R Us, Olive Garden, The Home Depot, Lyft and others. These opportunities represent $500+ million in qualifying reward spend for program members and retailers
- Identified strategic growth opportunities to complement core competencies (e.g., introduced online travel, increasing overall travel category spend by 550%)
- Directed the launch of the new CLO "earn" category and acquired millions of registered payment cards from members. Card linked reward earnings increased overall member spend on average by 12 to 18% incrementally over non-member customers, with product-specific purchase activities increasing 70% to 200%

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REWARDS NETWORK INC. – Chicago, Illinois 9/2000–1/2014

Chief Partner Development Officer (12/2012–1/2014)

Directed the ongoing management and enhancement of existing partner program structures, acquisition and negotiation of new partner relationships, corporate development due diligence and the identification and structuring of strategic alliances and other revenue optimizing opportunities

- Delivered strategic assessment and opportunity identification of existing and new loyalty partnerships
- Worked with the National Account Sales team to acquire and retain national and large regional accounts, thereby growing the category by approximately 40%

Senior Vice President, Marketing (10/2008–11/2012)

Led the marketing efforts of 15+ partnership programs and the Company's own proprietary programs to general consumers, partner customers, program members, the restaurant community and trade media

- Instrumental in achieving five consecutive years of Y/Y EBITDA growth (39% CAGR)
- Helped develop and present the Company overview to prospective buyers for the successful ownership transition from public to private equity in 2010 at a 39% premium over the company's common stock value
- Established a member Lifetime Value (LTV) discipline that facilitated program design constructs, partnership relationship criteria and marketing campaign structures that increased revenue by 24%+
- Developed and refined a Recency | Frequency | Monetary (RFM) engagement schema that yielded incremental revenue (up to 93%) and contribution (ROI improvement up to 77%) by influencing targeted consumer segments to dine and spend within specific parameters
- Improved year-over-year restaurant retention 35%+ through the ongoing design and refinement of marketing communications, consumer sentiment feedback, products and services, and the introduction of infographic KPI reporting

Senior Vice President, Partnership Development (9/2000–9/2008)

Prospected, conducted due diligence, developed program structures, and negotiated/managed long-term business relationships with partner clientele, which included major loyalty providers (airlines, hotels, retailers, and cause-related groups), financial institutions (payment card associations, FI issuers, processing providers) and other strategic alliances

- Implemented ongoing improvements that resulted from enhanced loyalty program designs, partnerships, and marketing campaign structures, thereby reducing expense (-12%) and increasing member activities (+30%)
- Designed targeted promotional offers to drive incremental activity (+52%) and member spend (+38%)
- Oversaw organizational growth, mentoring and career path development of direct and indirect reports

DMW WORLDWIDE (Division of DIMAC Marketing) – New York, New York 1995–2000

SVP, Managing Director, NY Agency Office | SVP, M&A Initiatives

Directed client prospecting and acquisition through sales initiatives (presentations, RFP responses and proposals) for the agency's business development efforts – producing $120 million in annual billings

- Established the agency as a recognized leader in financial services M&A communications by developing and implementing a highly personalized multimedia messaging competency, leveraging collaborative filtering and predictive marketing tools across clients' proprietary and third-party acquired data
- Managed and cultivated client relationships with Bank of America, The Chase Manhattan Bank, SunTrust, AmSouth, Wells Fargo, Preferred Capital Leasing Corporation, Barnes & Noble online, and 24 Hour Fitness

EDUCATION

UNIVERSITY OF NOTRE DAME, Mendoza College of Business — Master of Business Administration
DEPAUL UNIVERSITY — Bachelor of Arts, Marketing Management
NORTHWESTERN UNIVERSITY, Kellogg School of Management — Executive Education: Negotiations Skills & Strategy