

89 Degrees Expands Loyalty Practice, Earns High Marks from Loyalty Analysts

Customer Engagement Marketing Service Provider Adds Talent Amid High Growth and Top Reviews

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BURLINGTON, Mass.--(BUSINESS WIRE)--Marketing service provider [89 Degrees](#) is ramping up its loyalty team, the company's largest and fastest growing practice area, with key new hires. [89 Degrees' Loyalty Practice](#) has also garnered praise in an [analyst review by Loyalty 360](#), the professional marketing association for loyalty.

89 Degrees Loyalty Team Snags Top Talent, Earns Analyst Praise

[89 Degrees' Loyalty Practice](#) -- which has provided support for IKEA FAMILY, Godiva Rewards, Jeep Wave, Hyundai Rewards and many more -- takes a unique approach to providing strategic support and comprehensive services. With an agnostic approach to technology, 89 Degrees solutions include the optimal tech stack based on client needs -- whether it be 89 Degrees' own platform, integrating or enhancing in-house systems, or selecting specific features from best-in-class partners.

The Hires:

Rob Bousaleh, vice president of loyalty and customer journey management solutions, has over 20 years' experience in leading marketing technologies ecosystems and roadmaps for top retailers. His expertise includes loyalty, business innovations and predictive modeling focused on 1 to 1 personalization, most recently for CVS Health and Ahold.

Bill Finaldi, head of business development and strategic partnerships, has deep experience that includes business development at Kobie Marketing, where he applied his solution-oriented mindset and financial services expertise to engineer one of the most complex loyalty technology and services solutions at Kobie. Prior to that, Bill was at Forrester, working with clients to solve business problems using syndicated research, customer data and consulting services. He's also held executive roles at State Street, Harte-Hanks, and Dow Jones.

"We are extremely pleased to add players of this caliber to our team," said Phil Hussey, president and managing partner for 89 Degrees. "Clients are increasingly demanding a combination of strategy and technology with options for full-service support, and we are delivering on that solution by adding experts like Rob and Bill to our Loyalty Practice."

The Analyst Report:

[Loyalty360](#) reviewed 89 Degrees and its Loyalty Practice, [producing an analyst brief from the results](#). Among their findings, the analysts pointed out that 89 Degrees "consistently demonstrates a singular focus on transforming customer insights into profitable behavior when helping clients elevate their customer engagement."

The report also observed that 89 Degrees, “uses innovative program strategies that go beyond the traditional points-redemption framework, designing programs that show customer appreciation, creating goodwill and customer loyalty.”

“89 Degrees is committed to elevating the focus on customer loyalty and it shows,” said Mark Johnson, Loyalty 360 CEO. “Their full-service, end-to-end approach to loyalty programs is tailored towards driving a much-needed behavioral shift that not only strengthens customer relationships, it drives measurable loyalty.”

[Read the Full Loyalty360 Report Here.](#)

About 89 Degrees

89 Degrees provides the strategic insights and critical technical services to produce the tangible results marketers care about most – higher customer acquisition, loyalty, and share of wallet. World famous brands rely on 89 Degrees and its senior practice leaders, data scientists and marketing specialists to solve a range of problems with custom solutions, enabling winning customer engagement strategies that achieve higher ROI from their marketing investments. Find out more at www.89degrees.com.

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