



Company Profile

Bill Hanifin is Founder and Managing Director of **Hanifin Loyalty** LLC, a firm focused on the preparation and delivery of custom measurable marketing programs that create profitability for its clients. Complete information may be found at www.HanifinLoyalty.com

Hanifin Loyalty delivers top notch strategic marketing plans using its proven **Customer Loyalty Mosaic™** methodology and backs up recommendations by standing with your company to launch, measure, and manage customer-centric marketing campaigns.

Hanifin Loyalty delivers thought leadership that translates into practical and profitable [Customer Strategies](#). Through our **Customer Strategy Network**, we have gathered resources to support the implementation of recommended strategies. This tightly knit network brings together data analytics, creative services, web development, social media, reward processing technology, rewards procurement, and direct marketing – all for your benefit.

Hanifin Loyalty has worked with companies in the airline, banking, hotel, retail, telecom, and business services sectors providing a range of services including strategic marketing plans, project management, financial measurement, and operational solutions. A partial [Client list](#) includes American Express, Best Buy, DHL, Eddie Bauer, FirstCaribbean Int'l Bank, Grupo Posadas, JM Associates Federal Credit Union, LaQuinta, Office Depot, Scotiabank, and Visa.

As Managing Director, Bill Hanifin brings over 25 years experience encompassing customer centric marketing, payment systems, and corporate banking to the firm. Bill has expanded the potential of traditional Loyalty Marketing programs through his understanding of Social Media and has developed a knowledge base in Millennial marketing.

Bill is a Founding Member of the [Customer Strategy Network](#), a professional organization linking the world's best independent relationship and loyalty marketing practitioners. He authors [Loyalty Truth](#), a blog covering all aspects of Customer Centric marketing, and serves as North American Contributing Editor for [The Wise Marketer](#), a leading publication covering global news and opinion in the loyalty marketing industry. He was recently named to the Advisory Board of The [Participatory Marketing Network](#).

An accomplished speaker and trainer, Bill is a requested presenter at industry trade conferences sponsored by SourceMedia, the Direct Marketing Association, Visa, The Loyalty Expo, and the Institute for International Research. He has led public and privately organized marketing workshops in the U.S., Canada, Latin America, EU, and Asia Pacific regions.

Bill is a prolific writer on the subjects of Millennial, Loyalty, and Relationship marketing. In addition to his blog [Loyalty Truth](#), his articles and quotes have been published in American Banker, Colloquy®, Cards & Payments, Card Technology, Bankstocks.com, DM News, Fox News.net, Smart Money, and MSNBC.com.

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