

dallas  
dubai  
hong kong

kuala lumpur  
london  
mumbai

san francisco  
shanghai  
singapore

sydney  
tokyo  
zurich



## **Press Release**

### **ICLP Appoints New APAC Regional Strategy Director**

**Singapore, Feb 2009:** Matt Vaccarella has been appointed as Regional Director of Strategy for ICLP, one of the world's leading loyalty marketing agencies. Focusing on the Asia Pacific region, the key focus of this new role is to look at ICLP's client's CRM and customer loyalty needs from a regional perspective and allow ICLP to take advantage of the opportunity to leverage regional: local best practice, save costs and create greater efficiencies for their clients.

Having worked in Asia since 1994 including Korea, China, Singapore and Indonesia, Vaccarella has steadily built a reputation as an international loyalty expert in Asia. With sharp insights into the consumer point of view, he has developed and launched profitable loyalty and direct marketing programmes across key industries including FMCG, retail, channel and IT, travel and hospitality. He has led the launch of luxury car manufacturer Audi's first offline direct marketing campaign in China, developed and launched KrisFlyer, the award winning frequent flyer programme of Singapore Airlines, and led the launch of Starwood Preferred Guest in Asia. In addition, he has worked on diverse accounts such as FedEx, Asiana Airlines, National Car Rental, BP, Motorola, Unilever, and HP.

Stephen Hay, Regional Director - Asia Pacific: "Matt Vaccarella is one of the most respected experts on loyalty and CRM in the region. At this time, with increased industry focus on the benefits of a more customer centric approach to marketing, Matt's knowledge and experience is invaluable in supporting not only ICLP's continued growth, but also helping our clients develop and deliver both short and long term revenue strategies built round customer engagement."

In the Asia Pacific region, ICLP currently works with leading client side loyalty players including Cathay Pacific, Porsche, Starwood Hotels & Resorts, ParkNShop and InterContinental Hotels Group, and Vaccarella's role will support these and other clients to help them grow incremental customer revenue, drive greater efficiencies and accountability from their customer marketing efforts.

#### **About ICLP ([www.iclployalty.com](http://www.iclployalty.com))**

ICLP is the world's NO 1 specialist loyalty marketing agency - we 'manage' (create, retain & grow) profitable relationships on behalf of our clients and deliver world-class loyalty marketing solutions via 3-core competencies: Consulting. Creative. Client Services.

ICLP currently has offices in Dallas, Dubai, Hong Kong, Kuala Lumpur, London, Madrid, Mumbai, San Francisco, Sao P aulo, Shanghai, Singapore, Sydney, Tokyo, and Zurich.

ICLP effectively manages profitable relationships by leveraging their commercial experience, creativity & customer insight. This enables them to define profitable behavior and identify best customers, design marketing initiatives to maintain & influence profitable behavior (create, retain and grow profitable relationships) and deliver incremental yield and maximise customer lifetime value. Their list of clients includes airlines and airline networks; automotive brands; financial services companies; hotels; technology companies; luxury brands and retailers.



**managing profitable relationships**

world class | consulting • creative • client services