

PRESS RELEASE

Conrad Pozsgai joins Emnos management team

Munich, 18 November 2011 – Emnos is welcoming a new addition to its management team. Conrad Pozsgai (41) – who has been Chief Operating Officer (COO) of the service and consulting company since March 2011 – has now been made an official member of the Emnos executive board. Emnos helps leading international retailers to achieve customer-centric growth. To do this, it decodes what customers need, what drives them when making purchases, and helps to structure the entire organisation accordingly.

In his new role, Pozsgai is responsible for product development, IT and the HR and Finance departments. Before joining Emnos, he spent ten years working in various areas of multi-channel marketing platform Payback. After starting out as an Online Account Manager, he took charge of product development activities before assuming responsibility for the operational side of Payback. As CEO of Payback Poland, he established the loyalty programme in the country and ensured it became market leader within a very short space of time. Before joining Payback, Pozsgai worked as a strategy consultant at Ernst & Young. He holds a degree in business management in addition to an MBA from the Simon Business School, University of Rochester.

About Emnos

Emnos is an international consulting and services business for customer-centric growth. Emnos is working successfully for some of the world's leading retailers and consumer goods businesses helping them to put their customers at the heart of everything they do. To achieve this, Emnos uses deep data-driven customer insights, distils these into customer-centric strategies for product, price, promotion and communications, and provides tools and solutions to bring these strategies to life.

Emnos is part of Loyalty Partner, a subsidiary of the American Express Group, and currently has a workforce of some 130 employees at sites in Munich, Chicago, London, Paris, Madrid and Warsaw. Its customers include companies such as Target, Carrefour, Waitrose, Morrisons, Metro-Group, Nestlé, Procter & Gamble, Unilever and Coca-Cola.

Further information: www.emnos.com

Picture material of Conrad Pozsgai:

<http://www.emnos.com/de/presse/fotomaterial/management-team/>

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