

REWARD APPOINTS STRATEGIC DIRECTORS TO RETAIL DIVISION TO ACCELERATE COMMERCE MEDIA STRATEGY



Reward announces the promotion of Josh Sullivan and appointment of David Wightman as Retail Directors of Partnerships and Sales in the UK

Move comes as Reward enhances its offer to retailers through a suite of consumer insight products, as the business looks to capitalise on the opportunity within the commerce media space

Both Josh and David set to drive elevated retail proposition as Reward reshapes its retail business unit to accelerate growth in the UK

London, 22nd August 2024: Reward, global leader in Customer Engagement and Commerce Media, today announces two strategic director appointments in its retail division, bolstering its senior leadership team to accelerate its commerce media strategy in the UK.

David Wightman has been appointed to Retail Director of Partnerships and Sales. David has over two decades of international experience in senior commercial roles, specialising in global sales, revenue growth and operational leadership. Formerly COO of GIG Retail, where he led the Retail Media division of Asda, David has also held prominent positions at GroupM, South China Morning Post, GiveMeSport, and Mirror Group Newspapers, each contributing to his deep expertise in commerce media and international market expansion.

Also stepping into the role of Retail Director of Partnerships and Sales is Josh Sullivan. Since joining as Head of Business Development in 2022, Josh has been instrumental in forging new retail partnerships with industry giants like British Gas, Sainsburys, Boots, Asda, John Lewis, and Sports Direct. His efforts have led to a threefold increase in new business revenue year on year. Prior to Reward, Josh honed his expertise in retail media as Sales Director at Skai, an omnichannel marketing platform.

The appointments come as Reward enhances its products and services to retailers. Capitalising on the opportunity within the commerce media space, the business has introduced a suite of consumer insights products to support retail marketing executives in driving incremental sales and growing customer value.

As the business establishes a multi-product proposition for retailers, it also reshapes its retail business unit, with both David and Josh leading their respective teams, driving revenue growth, forging strategic partnerships and expanding market share.

Sam Sprekos, Managing Director UK at Reward, comments; “At Reward, our goal is to empower retailers to make informed decisions about how and where to engage with their customers. By combining transactional insights with rich contextual data, we’re equipping retail marketing executives with insight tools to understand, predict and influence consumer behaviour. With Josh and David at the helm, we’re well positioned to capitalise on the opportunity within the Commerce Media space, driving growth and delivering value for all stakeholders.”

Josh Sullivan, Retail Director of Partnerships and Sales, comments; “Over the last two years we’ve witnessed a fierce demand for our retail products and services from some of the biggest names in commerce, leading to significant new business growth. Our enhanced retail proposition is set to unlock further revenue opportunities within the Commerce Media space, and armed with our insights, I’m excited to continue delivering exceptional service to our existing customers while expanding our partner network.”

David Wightman, Retail Director of Partnerships and Sales, comments; “Joining Reward at this pivotal moment is an exciting opportunity. With our enhanced leadership team and a diverse, innovative product suite, we are uniquely positioned to redefine how retailers engage with their customers globally. I’m looking forward to driving this transformation and contributing to Reward’s continued success.”

ABOUT REWARD

Founded in 2001, Reward is an industry leader transforming the world of customer engagement and commerce media. Operating in 15 countries across Europe, Middle East and Asia, Reward’s cloud-based API platform integrates content, advertising, and commerce to deliver exceptional experiences for consumers resulting in increased customer engagement, retention, and overall satisfaction. Beyond bridging the gap between content and commerce, Reward is a purpose driven business. Their mission is to make everyday spending more rewarding. During the last 5 years, Reward has proudly given back more than \$1billion in cashback rewards to consumers world-wide.

For more information, please visit www.rewardinsight.com.

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