

REWARD APPOINTS JAMES HOUSE AS CHIEF COMMERCIAL OFFICER



Reward announces the appointment of James House as Chief Commercial Officer

Ex-Mastercard and former data & tech entrepreneur set to spearhead global commercial strategy across customer engagement and commerce media business units

Latest appointment aimed at bolstering leadership as the business makes growth strides internationally, while elevating its offering through strategic partnership with Experian and commerce media products & services

London, 26th September 2024: Reward, global leader in Customer Engagement and Commerce Media, announces the appointment of James House as Chief Commercial Officer to spearhead value creation across products and services for its banking and retail customers.

With over 25 years' experience in marketing technology, loyalty, data & insights, working in both independent start-ups and major corporate environments, James is well positioned to lead Reward's commercial growth as the business accelerates into a multinational company.

James' prior experience includes founding and selling 5one, an international data analytics and tech company. Most recently, he served as Chief Customer Officer at Truata, a Mastercard company delivering Privacy Enhancing Technologies, overseeing commercial strategy across Financial Services and Retail. Before Truata, he was part of Mastercard's global Data & Services team, focusing on data-driven products and the commercialisation of Mastercard data insights within its ecosystem.

The appointment coincides with a period of strong growth for Reward, propelled by Experian's investment, which has enhanced the company's insights products and services, elevating its proposition for banks and retailers. Additionally, significant international investments have bolstered Reward's global presence as a result of its expanding partnership with Visa.

James will lead the development of Reward's banking and retail customers and oversee key business functions, including Business Development, Marketing Services, and Product Commercialisation. He will also join the executive committee team.

Under the leadership of new CEO Jamie Samaha, Reward has recently strengthened its executive team with key appointments to set itself up for international success, which includes James

House as Chief Commercial Officer, Kate Gusin as Chief Financial Officer, Paul Jones as SVP of Data & Insight, and Sam Sprekos as Managing Director, International.

Jamie Samaha, CEO at Reward, comments; “James brings an outstanding track record of commercial success, having founded, built, and sold his own tech and data business. His experience will be invaluable in capturing the opportunities we see in the commerce media space. I look forward to working closely with him on the executive committee, where his leadership will be key in steering our commercial strategy forward.”

James House, CCO at Reward, comments; “I’m delighted to join Reward as Chief Commercial Officer during its exciting growth trajectory. With strong banking and retail partnerships, and market-leading capabilities in customer engagement, commerce, and retail media, Reward is well-positioned to help businesses transform how they leverage data and AI for customer loyalty and growth. I look forward to working with the talented team at Reward to continue to disrupt customer engagement in the retail and banking space with our expanding insights, media and tech capabilities.”

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 and is on course to deliver \$2billion by 2025.

ABOUT JAMES HOUSE

For the past 5 years, James has been the Chief Customer Officer of Truata - an expert provider of privacy enhancing technologies to enable businesses to innovate with data to drive business growth in a responsible and ethical manner. As part of the Truata Leadership Team, James’ primary focus was the management of Truata’s client relationships, business development, channel partnerships, go-to-market strategy and solutions for industry verticals including Financial Services and Retail. Truata was acquired by Mastercard in July 2023.

Prior to joining Truata in 2019, James was part of the Data & Services management team at Mastercard where he was responsible for developing data led propositions and products for key industry verticals focused on the commercialization of Mastercard data and insights globally through platform development, thought leadership and strategic partnerships. In this role,

James had responsibility for strategic retail and CPG client value propositions and relationships including marquee clients in the UK, Europe, Africa, US and Australia.

Before joining Mastercard, James was Founder & CEO of customer analytics and SaaS company 5one, which was acquired by BNP Paribas in 2007 and subsequently by Mastercard in 2014. Whilst at 5one, James led the international expansion of the business from a London based start-up to a global company with local offices serving blue-chip clients across Europe, North America and South Africa.

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

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