
Executive Bios

Rob Miklas

President and Chief Executive Officer

Rob guides the vision and long-term strategic direction of Loyaltyworks. In addition to aligning this direction with the company's growth initiatives and performance goals, he leads the development of Loyaltyworks' capabilities to meet the firm's increasing client base and drives operating improvements to further enhance the company's value to its many stakeholders.

Rob brings nearly 30 years of management experience to this position and most recently served as Loyaltyworks' Executive Vice President of Operations. Prior to joining Loyaltyworks, Rob Miklas served as President & CEO for two private-equity sponsored companies: The Highlands Program, an Atlanta-based performance improvement consulting company which he led to a 300 percent increase in sales revenue, and AmeriComm Holdings, a provider of integrated direct marketing products and services where he implemented an aggressive growth strategy that boosted revenues by a factor of 40. His early career included fifteen years of increasing responsibility with Boise Cascade Corporation and Sonoco Products Company, culminating with the position of Division Vice President.

Rob holds an MBA with a concentration in Financial Management from Stanford University, and earned a Bachelor's degree in Economics from Dartmouth College.

Scott Ebert, C.P.A.

Executive Vice President, Secretary and Chief Financial Officer

Scott oversees all of Loyaltyworks call center and financial operations and directs our financial growth strategy.

Scott's expertise includes strategic planning and analysis, financial and operational system design and implementation, SEC and IPO transactions and reporting, operations budgeting and planning, and lender/investor relationship management. Previously, as vice president of finance for NetEffect Corporation, Scott's strategic and tactical planning skills enabled the company to grow revenues six-fold in just one year. As corporate controller for AmeriComm Holdings, Inc., he helped develop and implement a highly successful strategy that took AmeriComm from 90 employees and two facilities to 4,000 employees and 27 facilities - with revenue swelling from \$9 million to \$390 million. Prior to AmeriComm, Scott was with Arthur Andersen LLP where he managed teams that provided clients with operational and financial consulting.

Scott holds a Bachelor of Science degree in Accounting from The Pennsylvania State University and is a member of the AICPA and PICPA.

Glen Henry

Vice President, Information Technology Operations

A ten-year - and counting - Loyaltyworks employee, Glen relies on his vast experience in information systems to oversee Loyaltyworks' enterprise-class business systems, supporting all online aspects of our client programs. His responsibility ranges from architecture and hosting of our Web, application, network and database servers to our in-house call center (redemption center) systems.

Glen has 26 years of experience including system operations, system design, software development, system implementation, hardware design, network design, implementation, management and support for both local and wide area networks. One of his earliest accomplishments was working on the original team that developed a PC-based accounting system, which was marketed under the name of Peachtree Software. Glen's background also includes a role as Team Leader and Consulting Programmer with Brown & Root (now part of Halliburton) and client work through his own business, supporting Ernst & Young, Combustion Engineering and Law Engineering among others.

Susan Higgs

Vice President, Technology Development

Susan oversees development, implementation and support of our exclusive WebRewards™ technology platform that supports all Loyaltyworks' client programs. Her team works with our clients to assess program requirements and determine platform configurations or customizations as needed to support program goals and operations. Susan also is responsible for expanding the WebRewards™ core platform capabilities and tuning internal processes to maintain her team's high productivity, performance and quality.

Susan brings to Loyaltyworks more than 20 years in application technology development. Prior joining the company, she managed teams at The Coca Cola Company, where she was responsible for business systems within North American and International operations. During her tenure at Coca-Cola she was also an EDPAA-certified Senior Technology Auditor in the company's Internal Audit Organization, performing technology assessments across all company operations.

Susan received a Bachelor of Science degree, with a concentration in computer science, from the University of Central Florida where she was a member of the UCF Presidents Leadership Council. To track these programs, think about what kind of data you will need to report to measure progress against metrics or objectives.

Luke Kreitner

Vice President, Account Management

Luke is responsible for the strategic planning and tactical execution for our portfolio of over 140 clients. His team acts as the “quarterback” during program design and development to ensure our internal resources are delivering on time and according to the clients’ needs. When the program is up and running his team provides day-to-day support and ongoing recommendations to drive program performance.

Previously, Luke headed up our Delivery Management Office where he was responsible for driving the continuous improvement of core, client-facing processes that allow our account teams to execute with confidence for our clients. Luke established standards in project management and formalized our proven, comprehensive approach to designing, launching and running a successful loyalty program.

Prior to joining Loyaltyworks, Luke spent seven years at Chevron Corporation in various project management and marketing roles. He was also responsible for revamping and managing Chevron’s \$2 million employee incentive program focused on improving convenience store operations and customer service.

Luke holds a MBA from St. Mary’s College of California and received his Bachelor of Business Administration degree in Marketing from the University of Georgia.