

Bond Brand Loyalty Promotes Morana Bakula to Vice President, Customer Experience

Agency scales customer experience business to keep up with marketplace demand

Toronto and New York, March 28, 2017—Bond Brand Loyalty, a leading global brand loyalty agency, proudly announces the promotion of Morana Bakula to Vice President, Customer Experience. Bond Brand Loyalty has seen rapid expansion of its Customer Experience business and actively promotes strong leaders from within the 400-person agency.

Bakula will continue to lead Bond's Customer Experience team to enable greater growth and success for Bond's global clients. Since joining Bond in 2012, Bakula has played a key role in developing and advancing Bond's Customer Experience design, execution, technology and measurement offerings across a range of sectors.

"Morana's background, spanning agency and Big-5 management consulting, together with her expertise in CX Design and Change Management, make her uniquely suited to embed Customer Experience into our human-centered engagement work," said Sean Claessen, EVP, Strategy at Bond Brand Loyalty. "Morana's track record and outlook on the future of customers' experiences with the brands they choose to be loyal to provide our clients with a secret weapon with which to out-compete."

Bond has seen significant success with premium, leader and luxury brands adopting customer experience management, marketing and measurement in creating superior experiences that deliver loyal outcomes with customers. The move to name a Vice President in this practice area is in response to scaling this business, and in keeping with Bond's strategy to translate this activity to challenger and mass market brands—allowing them to differentiate in increasingly commoditized sectors.

"Being able to personalize the experience of your most important customers, even anticipate it at each touch point, whether human or digital, is a powerful way to drive profitable growth and breed brand loyalty," said Bob Macdonald, President and CEO of Bond Brand Loyalty. "This requires brands to be as equally focused on employee and channel engagement as they are on customer engagement. We've seen this to be a differentiating ingredient for clients seeking to achieve measurable, profitable and sustainable brand loyalty outcomes. Our Customer Experience group is at the forefront of the merger of these territories, and we anticipate great things under Morana's leadership in the years to come."

About Bond Brand Loyalty

Bond Brand Loyalty is a management-owned agency that specializes in building brand loyalty for the world's most influential and valuable brands. Our mission is to make marketing more rewarding for customers, richer and more resilient for brands, and more profitable for our clients. We build measurable, authentic and long-lasting relationships through a combination of services that includes loyalty solutions, customer experience, marketing research, customer analytics, live brand experiences, and proprietary loyalty technology platforms. Visit our [website](#), follow us on [Twitter](#) or contact us at 1-844-277-2663.

See more at: <http://info.bondbrandloyalty.com/morana-bakula-cx#sthash.1j2FlyhC.dpuf>

