



Former Best Buy Marketing Chief Joins Augeo as Chief Operating Officer

ST. PAUL, MN (April 5, 2017) – Augeo, America’s leading engagement and loyalty platform company, has hired Scott Moore as Chief Operating Officer.

Moore most recently served as President of M32 Partners, a strategic consultancy advising companies in the AI, digital marketing, e-commerce and consumer products sectors. Prior to M32, Moore led marketing for Best Buy during the first phase of the Renew Blue turnaround and served as the Chief Marketing Officer of Best Buy Mobile.

In this newly created role, Moore will help accelerate Augeo’s impressive trajectory and work with the leadership team to unlock new value across key platforms including customer loyalty, employee incentives and membership benefits. Moore will lead Augeo’s technology, operations and strategic business development functions as the company positions itself for continued growth. He will also be responsible for the company’s advertising agency.

“This is an exciting time for Augeo. We just achieved our tenth consecutive year of double digit growth, with revenues in excess of \$150 million,” said Augeo CEO David Kristal. “Right now it’s about increasing momentum. We couldn’t be more proud of what our team delivers every day, and we are always innovating. Scott has seen this market as a CMO, an operator and as an advisor to technology companies. We are eager to leverage his perspective for both the company and our partners.”

“The future of digital is engagement,” said Moore. “Businesses and brands have a host of new ways to understand and connect with their most important audiences. Whether engaging customers, employees or members, Augeo has the capabilities and platforms to create real value. I have always had a passion for growth and am thrilled to be joining such an experienced and successful team at a critical juncture in the company’s history.”

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About Augeo

Augeo is a leader in engagement, loyalty and incentive platforms developing new solutions and innovative technology. Augeo helps organizations engage and retain employees, customers, channel partners and members. Our membership benefits and insurances, employee recognition, sales incentives, virtual and live meetings and events solutions elevate engagement and build stronger relationships. With more than 40 years of experience, Augeo serves 52 Fortune 500 companies, and many others, supporting hundreds of engagement solutions worldwide.

For more information, visit www.augeomarketing.com

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