**A person in a blue suit

Description automatically generated**

**Aidan Lundy**

**Designation: SVP**

**Bio:** Aidan is responsible for setting strategic direction and management of our client business. Aidan holds a master's in marketing practice from UCD Smurfit Graduate School. Aidan has worked with industry leaders in loyalty, customer engagement, and data, with experience from Dunnhumby, Aimia, WPP, and Collinson. Aidan is passionate about building long-term strategic relationships, with a track record for driving growth.