

Bill Jansen has more than 30 years of IT experience specializing in loyalty and retail applications. Prior to Persuade, Bill was a partner at OLSON and was primarily responsible for the design and architecture of Tally – their proprietary loyalty program tracking software. Bill served as the Chief Technology Officer for MilePoint Worldwide where he led the development of the Cambio “Turning Miles into Money” engine, and the point vending application utilized by major airlines and hotels. Prior to MilePoint, Bill was Senior Vice President of Systems Development at The Lacek Group Worldwide where he was responsible for the development of the Reward Loyalty Tracking System, an advanced consumer loyalty management system currently used by 30+ industry-leading loyalty program sponsors worldwide.