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**Bill Swift**

Bill Swift is Chief Integration Officer (CIO) at Brierley – Capillary, where he is primarily responsible for the integration of acquisitions and joint ventures. Bill was CEO of Brierley until April 2023, when he joined the leadership team at Brierley – Capillary. In his tenure as CEO, he finalized the company’s transformation from an agency to a robust technology provider, combining industry-leading consultative depth with the technology execution necessary to power today’s modern loyalty solutions.

Bill Swift was also Brierley’s longstanding CTO, where his responsibilities spanned from technology architecture and product strategy to client implementations and operational support. Having participated in the successful adoption of international technology standards, Bill is a contributing author of publications focused on distributed computing architecture, and he holds several software design patents.