



## Fast Facts

Madison is a leading full-service Workforce Engagement and Sales Incentive Marketing company. We specialize in customized, yet affordable, global reward recognition and sales incentive marketing programs that translate corporate goals into individual action. Our customized approach provides clients with easy-to-use and intuitive solutions that are relevant, multi-lingual and feature culturally appropriate in-country reward options.

While other players in our industry can prefer convenient reward preferences, Madison is award-neutral. We do not believe that one reward option fits all clients and their audiences.

## Our Company

- Founded: 1974
- Ownership: Privately owned and operated
- Offices: Headquartered in New York City with offices in Mexico, Brazil, Sweden and China

## Our specific expertise

- Strategic Consulting
- Workforce Engagement Recognition
- Sales Incentive Marketing Programs
- Incentive Group and Individual Travel, Corporate Meetings and Events

## Our reward options

- Merchandise – With access to millions of merchandise options in over 125 countries
- Gift Cards – Over 350 retail partners in over 125 countries
- Multi-Merchant Cards – Program-themed cards that are accepted at select establishments
- Debit Cards – Client- and program-branded prepaid solutions that are accepted at over 39 million establishments worldwide

## Senior Leadership Team

- Werner Haase, President and CEO
- Alex M. Alaminos, Chief Operating Officer
- James Edwards, Chief Financial Officer

## Sales & Marketing

- Brian Thornsberry, Executive Vice President, Business Development
- Mike Ryan, Senior Vice President, Marketing and Client Strategy

## Operations

- Rick Evans, Vice President of Operations
- Isidoro Nicosia, Vice President of Travel Operations