

For Immediate Release

## **CONTACT INFORMATION**

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## **VIPGift Hires Gavin Delany as Vice President of Marketing**

*Chattanooga, TN – May 6, 2009* VIPGift announced today the appointment of Gavin Delany to Vice President of Marketing.

“We are extremely pleased to welcome Gavin to the VIPGift family,” said Richard Char, Company President. “Our Marketing goals for 2009 are aggressive, but Gavin’s diverse background in business development, product management and growth strategy is the perfect mix of qualities to help us achieve those goals.”

Gavin joins the Company with extensive experience in loyalty marketing and the travel industry. Prior to his position at VIPGift, he served as a Director of Business Development at Kayak.com, the world’s largest travel meta search website. Previously, he was a Consultant for Bain & Company, where he advised corporate clients on their growth strategies. Gavin began his career at Starwood Hotels & Resorts as the Manager of Corporate Products, where he created the hotel industry’s first small business loyalty program. He earned his MBA from Stanford’s Graduate School of Business and his BA from Harvard University.

“I am excited to join VIPGift’s very talented team,” said Gavin Delany. “The Company’s incentive solutions can help many different types of organizations facilitate a wide range of business goals. I look forward to helping customers recognize the full potential of well-designed and implemented incentive programs using VIPGift’s unique platform.”

Gavin reports to Richard Char and is based in the Northern California office. He can be reached at [gdelany@vipgift.com](mailto:gdelany@vipgift.com).

### **About VIPGift**

VIPGift ([www.vipgift.com](http://www.vipgift.com)) is a leading provider of corporate and consumer incentive programs and prepaid card solutions to the Fortune 500. VIPGift has distinguished itself by providing one-stop customized incentive solutions and technologies to help drive growth and achieve strategic corporate objectives for its customers. Clients use VIPGift’s products and services for customer acquisition and

loyalty programs, employee incentive and retention programs, marketing initiatives, sales channel incentives and consumer rebate programs. VIPGift's wide array of customized rewards – including points, merchandise, and prepaid card based programs – have helped position the company as a market leader in the incentives industry. The Company is backed by Summit Partners, a private equity and venture capital growth fund with more than \$11 billion in capital, and Bridgescale Partners, a private equity and venture capital fund focusing on late-stage, technology-enabled companies. VIPGift was founded in 2000 and is based in Chattanooga, Tennessee with offices throughout the US.