

## **Mark Mullinix**

### **Managing Director**

Mark Mullinix is the Managing Director of Loyalty Advantage, a full-service loyalty consulting and technology company focused on the travel industry. He is responsible for client development, strategic partnerships and loyalty alliances, including the Loyalty Advantage Bridge platform which enables airlines to partner on loyalty earning and redemption without traditional bilateral agreements or file transfer headaches.

Mark has led and worked on product launches with airlines such as HK Express, ANA, JAL, Cathay Pacific, Jet Airways, and Thai Airways, and large retail clients such as Robinson's Department Stores (Singapore) and John Lewis (UK). Mark's passion for loyalty has been developed over the past 15 years of extensive travel and engagement with the sector, including work with leading Canadian and UK coalition programs.

Prior to Loyalty Advantage, Mark worked for 7 years at American Express and was responsible for business development, credit card strategy, and rewards and product development, specializing in loyalty and rewards partnerships across Asia.

Mark holds a degree in Psychology and Sociology from Dartmouth College (USA) and an MBA from INSEAD (Singapore). Mark resides in Singapore and spends his weekends running, eating and watching movies.