

Shopkick Announces New Executive Vice President of Data and Analytics

Former Criteo VP, Jaysen Gillespie, to bring the power of analytical intelligence to leading shopping rewards app

REDWOOD CITY, Calif. -- Sept. 14, 2020 -- [Shopkick](#), a leading shopping rewards app, today announces marketing and data science executive [Jaysen Gillespie](#) as its new EVP of Data and Analytics. In this role, Gillespie will spearhead data and analytics initiatives to uplevel Shopkick's messaging, strategy, and user experience, as well as deepen relationships with both users and retail partners.

"Jaysen's expertise in digital marketing and product analytics will be extremely valuable as we work to bring data to the heart of everything we do," said Dave Fisch, General Manager of Shopkick. "His innovative approach and seasoned communication skills will be vital for translating behavioral insights to help us better serve our community and our partners."

With more than two decades of experience in data analytics, Gillespie is a proven leader in applying data to consumer behavior, ecommerce, and marketing. Prior to joining Shopkick, he served as Vice President and Head of Analytics and Data Science at [Criteo](#), a leading internet advertising company. In this role, Gillespie successfully communicated complex concepts to a wide range of audiences, kept team members focused on analysis to drive relevant strategy decisions, created competitive advantages using best-in-class analytics and produced valuable market-facing messaging. Before Criteo, he also served as Director of Analytics and Segmentation at digital media firm DMS Marketing, and Manager of Business Analytics & Finance at Carlson Restaurants Worldwide.

"Seeing firsthand the impact that data insights have on communicating ideas, driving market research, and personalizing experiences, I am most excited to continue to elevate Shopkick's value for the entire ecosystem," said Gillespie. "I look forward to finding ways to deepen user relationships and empower ongoing innovation in support of Shopkick's mission to reward consumers along every step of their shopping experiences."

Gillespie received a BSE in Computer Science and Electrical Engineering from Duke University and MS in Management Science & Engineering from Stanford University.

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About Shopkick, Inc.

Shopkick, a Trax company, is a leading shopping rewards app, bringing moments of joy to everyday shopping - both on- and off-line. For brands and retailers, Shopkick provides high consumer engagement along the entire path to purchase. The company's unique pay for performance model has been proven to deliver high ROI, while driving incremental traffic, product engagement, and sales. Some of its leading brand and retail partners include Kraft-Heinz, Barilla, GE, Kellogg's, TJ Maxx and Unilever, among others.

Shopkick is available for free on iPhone from the App Store and for Android from Google Play. For more information, please visit www.shopkick.com.

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