



## Former Best Buy marketing chief joins Augeo as Chief Operating Officer

**ST. PAUL, MN (Apr. 5, 2017)** — [Augeo](#), America's leading engagement and loyalty platform company, has hired Scott Moore as Chief Operating Officer.

Moore most recently served as President of M32 Partners, a strategic consultancy advising companies in the AI, digital marketing, e-commerce and consumer products sectors. Prior to M32, Moore led marketing for Best Buy during the first phase of the Renew Blue turnaround and served as the Chief Marketing Officer of Best Buy Mobile.

In this newly created role, Moore will help accelerate Augeo's impressive trajectory and work with the leadership team to unlock new value across key platforms including customer loyalty, employee incentives and membership benefits. Moore will lead Augeo's technology, operations and strategic business development functions as the company positions itself for continued growth. He will also be responsible for the company's advertising agency.

"This is an exciting time for Augeo. We just achieved our tenth consecutive year of double digit growth, with revenues in excess of \$150 million," said Augeo CEO David Kristal. "Right now it's about increasing momentum. We couldn't be more proud of what our team delivers every day, and we are always innovating. Scott has seen this market as a CMO, an operator and as an advisor to technology companies. We are eager to leverage his perspective for both the company and our partners."

"The future of digital is engagement," said Moore. "Businesses and brands have a host of new ways to understand and connect with their most important audiences. Whether engaging customers, employees or members, Augeo has the capabilities and platforms to create real value. I have always had a passion for growth and am thrilled to be joining such an experienced and successful team at a critical juncture in the company's history."

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### **About Augeo**

Augeo is a global leader in engagement platform technologies that create compelling data-driven experiences, foster people connections and cultivate brand advocates worldwide. Utilizing proven strategies and innovative technologies, we elevate engagement and strengthen relationships for our clients through flexible and scalable solutions in workplace engagement, experiential, social activation, customer loyalty and digital asset experiences.

With more than 45 years of experience, Augeo serves hundreds of clients including dozens of Fortune 500 companies, representing millions of people across the globe through our proprietary platform technology. Our mission is inspiring people to achieve more—one interaction, transaction and experience at a time.

For more information, visit [www.augeomarketing.com](http://www.augeomarketing.com).

### **Media contact**

Michael Walsh, APR, ABC, MBC

[MichaelWalshCommunications.com](http://MichaelWalshCommunications.com)

[612.718.8952](tel:612.718.8952)