



DRIVE CUSTOMER LOYALTY

Press Release Announcement
8 March 2023

PRESS RELEASE

LoyaltyPlus Accolades (Pty) Ltd is excited to announce the appointment of Mahvish A. Niazi as the new Sales Director for the Middle East & Africa regions.

Mahvish brings over 15 years of experience in the field of CRM, Service Quality, and Coalition Loyalty Platform management to the role in the U.A.E.

With an MSc in Information Systems from the LSE (U.K), Mahvish has a strong understanding of the technical aspects of the industry and a wealth of knowledge in the financial and retail sectors.

Her experience and expertise will be an asset to our company as we continue to drive growth and expand our market share in the region.

Contact us:

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LoyaltyPlus Accolades (Pty) Ltd, a global Customer Loyalty Management technology and services provider for over 25 years, announced the appointment of Kaushalya de Alwis as Director Sales – Asia Pacific and Aviation.

Kaushalya has over 20 years of experience in the industry and will head the product partnership and commercial development in the region from Colombo.



Mr. Len Lubbe, CEO, LoyaltyPlus said:

"We are thrilled that Kaushalya has accepted the position. His extensive experience with Customer Loyalty and CRM will play a crucial role in our future growth strategy, allowing for further expansion within the Asia Pacific region with superior offerings."

On his appointment, Kaushalya said,

"I am excited to have been chosen by LoyaltyPlus to lead our business in the region. I look forward to helping our current and potential business partners grow primary and ancillary revenue using LoyaltyPlus products and services."

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