



DRIVE CUSTOMER LOYALTY

Press Release Announcement
13 March 2023

PRESS RELEASE

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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