

**For Immediate Release**

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## **Industry Leading Advisory Board to Power Loyalty Marketing Artificial Intelligence Startup**

### ***Dallas-based Artificial Intelligence startup Junction AI appoints an all-star Advisory Board to transform retail and travel loyalty marketing***

Junction AI, a Dallas-based startup, is excited to announce an all-star Advisory Board comprised of industry and sector leaders Dacia Coffey, Gary Leff and Ron Schnell, “We feel we’ve attracted a dream team and are thrilled to benefit from their guidance and insights,” says Vance Reavie, CEO. Junction AI has developed an innovative “AI as a service” solution to transform marketing for travel, retail, and loyalty programs.

“Junction AI has figured out how to make artificial intelligence both accessible and practical for companies at large,” says Dacia. “Their platform will be a game changer.” Junction AI offers marketers an affordable solution to address the challenges of uniquely understanding each customer’s intent while providing the ability to deliver 1:1 marketing at scale. With Junction AI, marketers can surprise and delight their customers with offers personalized just for them.

Junction AI caught the attention of the travel sector early on coming in as runner up in the Marriott, Accenture Interactive and 1776 Travel Experience Incubator. With the average American holding 29 memberships in loyalty programs, it seems that true loyalty is in name only.

This is what caught the eye of Gary Leff, one of the foremost experts in the field of miles, points and frequent business travel. “Loyalty programs are data rich but to date they have not made the most of it,” said Leff. “Despite the big investments in data they haven’t evolved past aggregating customers into mass target lists – that’s why middle-aged males like me get targeted with promotions for golf. This solution allows marketers to build a much more effective 1:1 relationship in the competition for scarce consumer attention powered by the efficiencies of AI.”

For Ron Schnell, it was the idea of using artificial intelligence to market products and services in a much more properly targeted and appealing way. “Junction AI is doing leading edge AI and machine learning to provide consumer-intent data to its business customers. Everyone is trying to use consumer data to do targeting. Most companies are stuck in the can-we-suggest-this mid-2000’s mindset. What excites me is that Junction AI takes a next generation scientific approach,” says Schnell.

As Junction AI hits the market, the Advisory Board will bring their formidable range of experiences to paint the vision of what this software can do.

## BIOS

**Dacia Coffey, CEO of The Marketing Blender**

Dacia is the dynamic CEO of The Marketing Blender. A Forbes contributor on B2B marketing, she was named a Shining Star of the American Advertising Federation in 2017. Dacia provides both strategic and hands-on support in building high performance B2B marketing capability. Her specialty skills include growing revenue through the crafting of targeted marketing messages, deploying sales-enablement campaigns, and building scalable marketing plans. Dacia is relentless in advocating for innovation to transform marketing.

**Gary Leff, "View from the Wing"**

Gary Leff is one of the foremost experts in the field of miles, points, and frequent business travel - a topic he has covered since 2002. Co-founder of frequent flyer community InsideFlyer.com, emcee of the Freddie Awards, and named one of the "World's Top Travel Experts" by Condé Nast Traveler (2010-Present.) Gary has been a guest on most major news media, profiled in several top print publications, and published broadly on the topic of consumer loyalty.

**Ron Schnell, Serial Entrepreneur and Kernel Guru**

Ron Schnell started his career at the Artificial Intelligence Lab at M.I.T., working with Patrick Winston, the "father of artificial intelligence." He went on to work on the UNIX kernel at Bell Labs, and founded three start-ups, the last of which he sold to a public company. He was also the "monitor" in the US v. Microsoft and NY et al v. Microsoft cases, the largest antitrust action in US history. He has big data marketing experience, having been a vice president at Equifax (one of the three credit bureaus in the US), running software development for their internet marketing division. Schnell is also an adjunct professor of computer science at Nova Southeastern University.

## *About Junction AI*

*Junction AI automates 1:1 marketing for travel, retail and their loyalty programs by matching the right promotion to the right customer at the right time. Using artificial intelligence Junction AI drives marketing ROI by harnessing customer data to target intent and making it possible to individually personalize marketing in newsletters, websites and apps. As an "AI as a service" solution Junction AI eliminates the need for expensive new data platforms, AI infrastructure and AI engineers.*

*For more information: [www.junction.ai/press-and-media/](http://www.junction.ai/press-and-media/)*