



Florian Baur appointed as the Chief Executive Officer of *emnos*.

Florian Baur has been appointed as the Chief Executive Officer of *emnos*, the retail analytics and shopper insights organization based out of Chicago and headquartered in Munich, Germany.

Florian will spearhead the business operations of *emnos* across all the geographies, worldwide.

The company said in a statement that his primary focus will be on Strategic Business Planning and Development, growing new partnerships, and steering the organization from being consulting driven towards a Product and Solution centric approach.

'We see significant growth opportunities in the USA and other geographies. We aim to take some of our newly developed, intelligent solutions to these markets with utmost priority and use this as an opportunity to move towards scalable Insights Solutions that are deeply embedded in our clients' business operations.' said Florian.

Prior to his new role, Florian was Vice President of Client Engagement for Northern Europe & the USA and member of global management board for *emnos* since 2014.

Florian has been working with Loyalty Partner group and PAYBACK coalition loyalty program for more than 13 years. In 2011 he was appointed Managing Director of PAYBACK Italy and successfully led the launch of PAYBACK program in Italy.

About *emnos*

emnos enables retailers to transform shopper data into tangible growth through its retail insights solutions focused on Category Management and Personalized Marketing. Driven by powerful analytics, years of retail insights expertise and intelligent technology, *emnos*' quick-to-deploy SaaS based solutions enable retailers to best engage their customers and drive growth.

With offices in five countries, *emnos* works with some of the leading global retailers spread throughout Europe and the USA. *emnos* is part of Loyalty Partner GmbH, a subsidiary of American Express.

For more details, visit <https://emnos.com>

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