



Press Release

Summit Group hires engagement and incentive industry expert Robbin Rouillard to drive ambitious business growth.

Atlanta, GA, April 2012 - Summit Group announces the addition of Robbin Rouillard as Vice President of Engagement and Recognition to lead the business's commitment and focus on holistic employee and channel engagement. As a pioneer in the loyalty and incentive space with Carlson Marketing Group (now AIMIA), and with experience leading high-performance technology teams as President of Tecmark, Robbin will be instrumental in developing the ongoing strategy and implementation of full-service engagement solutions for current clients and expanding the overall business footprint for Summit Group.

The need to engage not only customers but employees and channel partners in your brand promise has never been greater. The recent economic stresses have made many companies reevaluate the relationships they have with the people that drive their business. This has put additional focus on the way companies build relationships. In order to support their current clients, and to bring their expertise to new clients, Summit Group has committed to developing their Engagement & Recognition business with a new technology platform, Inspire, and experienced talent. To energize that effort they have hired Robbin Rouillard as the Vice President of Engagement & Recognition.

According to Jamey Nugent President and CEO, ***"When looking for someone with the necessary vision and experience Robbin's name kept coming up in our discussions. Her history with top industry leaders, as well as her customer loyalty background means we will be able to leverage that experience with our employee and consumer applications."***

Robbin has had an ambitious career in the engagement space working as an executive with Carlson Marketing Group (now AIMIA) and at Tecmark, a loyalty technology company. Robbin will focus on the overall Engagement & Recognition business including their go to market strategy, financial plan, and positioning of the launch of ***Inspire***, Summit's technology platform.

In addition running the Engagement & Recognition efforts at Summit, Robbin will serve on the Executive Committee and will report to the CEO and President Jamey Nugent.

[More...]



Branded Merchandise
Engagement & Recognition
Marketing & Creative Services

About the Company

Building Brand Relationships

Summit Group offers marketing services which effectively build and strengthen relationships with our clients' key audiences through strategic brand exposure and endorsement creating stronger promotional and emotional company attachments resulting in engaged employees, committed channel partners and loyal customers.

Summit Group uses three distinctive disciplines, ***Branded Merchandise, Marketing and Creative Services and Engagement and Recognition***, to motivate audiences at every touch point.

Designing complete integrated plans that energize client's brands across all channels: employees, customers and channel partners.

Contact Information

Sara Fleeman

Phone: 770-303-0436

Email: Sara.Fleeman@summitmg.com

Company Website: <http://www.summitmg.com>

###

960 Maplewood Drive
Itasca, IL 60143