**Entertainment® Expands Executive Team Focused on Corporate Marketing Customers and Growth Initiatives**

*New Hires Bring Industry Expertise in Healthcare, Insurance, Banking, Hospitality, Casinos, Telecommunications and Transportation*

**Troy, MI, Nov. 29, 2016 –** Entertainment® adds three industry experts to support its growing corporate client roster while enhancing product innovation and partnerships. New executive hires include Client Success Vice President [Michelle Lambert](https://www.linkedin.com/in/michellelambert19), Vice President of Sales [Corey Moffat](https://www.linkedin.com/in/corey-moffatt-01bab98)t and Vice President of Business Development [John Nofs](https://www.linkedin.com/in/johnnofs).

Lambert comes from Hewlett-Packard (HP) as an experienced and innovative executive with a 25-year track record of success in leadership, client relationship management, growth and profitability in multiple U.S. and Global arenas including healthcare, public sector, manufacturing, transportation and insurance. In her new role, Lambert oversees client services and on-time delivery for the Corporate Marketing Solutions team with a focus on developing strategies to drive success for each client’s business goals.

As a 25-year industry veteran, Moffatt has extensive experience with financial institutions, casinos, hospitality and telecommunications. His talents in consulting, strategic sales and relationship building strengthens the Entertainment Corporate Marketing Solutions team’s ability to design custom solutions for our clients in key verticals. Moffatt comes from First Data where he was a director of sales and, before that, dedicated nearly a decade to sales at AT&T. In his new post, he focuses on new business at Entertainment, developing strategic customer acquisition, retention and loyalty programs to meet the needs of Fortune 1000 clients.

Nofs returns to Entertainment as the VP of business development after 10 years at Restaurant.com. While there, he initiated and led its profitable fundraising business and negotiated several deals with national TV and multi-media organizations, successfully securing sizable donations to national charity partners. In his new role, Nofs leads initiatives which focus on strategic relationships and partnerships with a variety of companies ranging from top internet brands to start-ups and emerging market opportunities. His focus for the organization is on strategic digital partnerships that leverage the company's extensive discounts and promotions portfolio. His vast knowledge in incentives and rewards brings a wealth of expertise and benefit to current clients and prospects.

“More diverse industries come to us for custom solutions to enhance customer engagement at all stages of the lifecycle,” said Jeanne Chapman, office of the president. “This expanded executive team allows us to become better subject matter experts in understanding our clients’ market challenges and to provide the best strategies and excellent service,” said Chapman.

**About Us:**

Founded in 1962, Entertainment has been a leader in providing the most recognized and sought-after discount, promotion and coupon products in communities throughout North America. As the largest and most trusted merchant savings network, Entertainment has deeper discounts, greater variety and the best coverage.

Entertainment provides a mutually beneficial solution for consumers looking to spend less on the things they love to do, businesses seeking to increase sales, and schools and community groups searching for effective fundraising solutions.

In addition, the Corporate Marketing Solutions division of Entertainment specializes in developing private-label savings programs that help businesses connect and engage with their customers. These high value discount and promotion products are powered by Entertainment, with merchant offers customized by audience and matched by geography and demographics to ensure they are relevant. For more information about Entertainment visit us at [Entertainment.com](https://www.entertainment.com/) and follow us on [LinkedIn](https://www.linkedin.com/company/entertainment-promotions). 

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