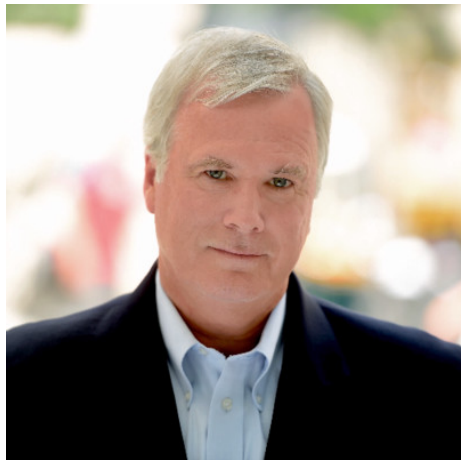


Mike Ryan Joins Next Level Performance

[New Brunswick, NJ] (November 23, 2020) – Next Level Performance, an industry leader in sales incentives, engagement and recognition programs, meetings and events, is pleased to announce the addition of Mike Ryan as Director of Client Solutions.

Mike has been in the events and incentive business for more than 25 years. He has advised many of the world's leading brands on how to best define and implement incentive programs that deliver higher levels of motivational impact for their participants, planning flexibility for their stakeholders, and economic returns to the sponsors that finance them.



Mike has written over 100 papers covering various issues related to incentives, and has been quoted and published in numerous media outlets. He also has spoken frequently at industry events, and was a board member of the Incentive Marketing Association (IMA). He also served as an executive-level trustee, board member, and chairman of the research committee for the Incentive Research Foundation (IRF).

Mike did his undergraduate work at The College of New Jersey, and holds an MBA from Fairleigh Dickinson University.

About Next Level Performance

Next Level Performance has been an industry leader in the design and implementation of sales incentives, engagement and recognition programs, reward strategies, and meetings and event solutions since 1976. Our programs improve the performance of the employee groups, sales teams and channel partners that matter most to your business. Our solutions are grounded in strategic thinking, a full suite of customizable technology solutions, data-driven recommendations, and a passion for collaboration, accountability, respect, ethical behavior and exceptional client service. For more visit www.nxlperformance.com.

Contact

Mike McWilliams
mmcwilliams@nxlperformance.com