



# JOANNA FORD

Executive Assistant, Integrated Loyalty Systems

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Joanna is the passionate and experienced Executive Assistant and Professional Partner to the Integrated Loyalty Systems President and Chief Experience Officer, Jake Poore.

Joanna's primary responsibility is to manage and coordinate Jake Poore's busy daily and travel schedules. She coordinates conference calls and meeting arrangements with clients and stakeholders. Joanna also communicates and manages the logistics and deliverables for Jake's speaking engagements, workshops and book orders.

When not assisting Jake, Joanna assists the Chief Operating Officer and the Integrated Loyalty Systems team with general office support, creates weekly team meeting agendas, records and transcribes meeting notes and assists with new employee orientation.

Joanna has been assisting senior level executives or more than 20 years. She has worked primarily in the hospitality industry, including Buena Vista Palace Hotel and Spa and The Kessler Collection, but has also work with CPAs and attorneys in her career.

Joanna and her husband have lived in the greater Orlando, Florida area since 1998. They have 2 grown children, love the beach and are diehard University of Central Florida football fans.

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