



JERRY EDMONSON

Vice President, Integrated Loyalty Systems

Jerry brings a wealth of marketing, leadership and operations experience to Integrated Loyalty Systems.

Over the past 30 years, Jerry worked with two brands known for their devote customer loyalty and service, Disney and Marriott. He worked with some of their most loyal customers while working in the vacation ownership/timeshare division of each company. He joined Disney Vacation Club the year they opened and worked in a variety of roles for the next 7 years, including leading Disney's first outbound telemarketing department to follow up on the overwhelming interest in Disney Vacation Club. He was recruited to Marriott Vacation Club by former Disney leaders, where after 3 years as a Customer Service Manager he began his marketing career. For 7 years he was the Director of Owner Marketing, administering their owner referral loyalty program, and then becoming the Director of Digital Strategy after earning his masters degrees.

Jerry also facilitated a variety of quality service and leadership courses. While at Walt Disney World, Jerry taught Traditions, Disney's first day orientation class, including the first Traditions classes for Disney's Vero Beach Resort and Disney's Hilton Head Island Resort. He later taught other service related class for Disney Vacation Club. At Marriott Vacation Club, Jerry taught leadership classes at their call center and became a certified Strengths Coach for Gallop's StrengthsFinder. He has tremendous experience of presenting to high level executives, including a simulcasted demonstration to nearly 1,000 attendees on 4 continents.

Jerry has a Bachelor of Arts degree from Denison University in Cinema and Speech/Communication, and a Masters of Science degree in Digital Marketing from Full Sail University. He resides in Orlando and lives with his partner of 20 years and their 2 cats. They enjoy boating, tennis, music, theater and watching sports of all kinds.

OFFICE

13538 Village Park Drive
Suite 120
Orlando, FL 32837

PHONE

407.859.2826

EMAIL

Jerry.Edmonson@WeCreateLoyalty.com

LINKEDIN

Jerry Edmonson

WEBSITE

WeCreateLoyalty.com

FACEBOOK

Integrated Loyalty Systems

TWITTER

@wecreateloyalty

YOUTUBE

Integrated Loyalty Systems

INSTAGRAM

Integrated Loyalty Systems



INTEGRATED LOYALTY SYSTEMS *Elevating the Human Side of Healthcare*