

Stacie Granata, MBA

Dallas, Texas | (214) 676-0960 | sg@granatagroup.com | www.linkedin.com/in/stacie-granata

SUMMARY

Results-driven marketing and loyalty solutions leader with deep expertise in delivering omni-channel strategies, customer engagement, and digital innovation across financial services, hospitality, and consumer goods. Proven success building and scaling enterprise-level programs, managing multi-million-dollar portfolios, and leading high-performance teams. Adept in strategic planning, cross-functional leadership, and designing transformative client solutions that drive growth and loyalty.

EXPERIENCE

KOBIE

Senior Director, Client Services

August 2021 - Present

Lead strategic portfolio across major financial institutions, delivering enterprise loyalty programs via cross-functional teams.

- Onboarded Kobie's largest financial client, increasing implementation margin by 30% through platform enhancements and optimized contract terms.
- Manage \$30M+ gross book of business; evolve client platforms to increase engagement and ensure long-term growth.
- Lead and mentor client services team, enhancing delivery quality and team performance.
- Partner with product and innovation teams on initiatives including chatbot pilots, website redesigns, and personalized content programs.

FULLCONTACT

Senior Customer Success Manager

Oct 2019 - Aug 2021

Served as strategic advisor to enterprise clients, aligning solutions with client goals to maximize value and adoption.

- Oversaw \$3.1M in revenue, retaining and growing accounts through consultative strategies.
- Increased book of business by \$507K and led onboarding of \$485K in new accounts.
- Developed Customer Success playbooks and launched NPS program to drive client engagement and feedback loops.

BOTTLE ROCKET

Senior Client Executive

Mar 2019 - Oct 2019

Directed mobile and digital transformation initiatives for top-tier clients.

- Delivered global commercial real estate app within a \$752K budget.
- Led a \$350K UX design project for a major retail brand.

EPSILON

Senior Director, Senior Client Services Relationship Manager

May 2015 - Mar 2019

Led enterprise loyalty and digital engagement programs across hospitality and financial services clients.

Key Account

Jan 2016 - Mar 2019

- Increased annual revenue to \$15M by expanding digital offerings, migrating creative in-house, and scaling tech services.
- Secured a three-year contract renewal; shifted to a retainer model, doubling development income.
- Co-developed a loyalty platform upgrade with \$2-3M projected revenue upside and increased market competitiveness.
- Optimized client/delivery collaboration, improving satisfaction and team efficiency.
- Revamped website content operations, adding \$907K in yearly revenue through process and support model enhancements.

EPSILON

Previous Account

May 2015 – Dec 2015

- Turned around a high-risk hospitality account, exceeding \$4M target by \$1M.
- Extended agreement and drove negotiations for next-gen loyalty platform with a future-ready roadmap.

CITIGROUP NORTH AMERICA

Vice President, Marketing Capabilities & Personalization Manager

Jun 2012 - May 2015

Oversaw ThankYou Rewards CRM and marketing strategy, contributing to \$1.4B in annual sales.

- Delivered enhanced personalization and automation through Customer Signal Hub.
- Launched new redemption channels: real-time point transfers, POS, e-gift cards, and dynamic pricing.
- Led new CMS platform evaluation and selection through vendor RFPs and demos.

EPSILON

Director Client Services Relationship Manager

Jan 2009 - Jun 2012

- Grew CPG account from launch, exceeding revenue goals (\$8.5M in 2010, \$9M in 2011, \$9.8M projected in 2012).
- Delivered custom tech solutions aligned to marketing strategy and long-term client vision.

Marketing Project Manager

Feb 2007 - Dec 2008

Senior Marketing Business Systems Analyst

Nov 2005 - Feb 2007

Marketing Business Systems Analyst

Feb 2005 - Nov 2005

ADDITIONAL EXPERIENCE

Digital Architects– Functional Analyst

Jan 2004 - Feb 2005

Sabre Holdings – Software Developer

Dec 2000 - Oct 2003

Verizon (Formerly MCI WorldCom) – Traffic Engineer

May 2000 - Dec 2000

EDUCATION

MBA, Marketing Management – University of Dallas

Certificate, Marketing Management – University of Dallas

BBA, Management Information Systems – Texas A&M University