

## **Shopkick Names David Fisch as General Manager**

*Consumer, Entertainment and Marketing Exec to Lead Shopkick in Next Stage of Growth*

REDWOOD CITY, Calif., August, 27, 2019 -- [Shopkick](#), a leading shopping rewards app in the U.S., today announces David Fisch as the company's new general manager.

In June 2019, Shopkick was acquired by Trax, a leading global provider of computer vision and analytics solutions for retail. Fisch will leverage his extensive experience building successful businesses and creating value to propel Shopkick to the next level.

"I am incredibly excited to join the Shopkick team, as we continue to build the future of loyalty programs and find new ways to engage consumers whenever and wherever they are shopping," said Fisch. "Every day, Shopkick delivers exciting and meaningful experiences to consumers, while providing high engagement along the entire path-to-purchase journey to drive loyalty for brands and retailers. I look forward to continuing to create truly unique customer experiences."

Fisch is an experienced founder, entrepreneur and business leader with a strong record of achievement in leading Ad-tech, marketing technology and consumer companies. In addition, he has served in key leadership and management roles at Yahoo!, Miller Brewing Company, and Gallo Sales Company.

Prior to joining Shopkick, Fisch was the chief revenue and marketing officer at AerNow, where he was responsible for guiding content creators' business growth through live and video on-demand (VOD) content. Before AerNow, he served as Vice President of Strategy at Criteo, where he worked to scale the company's machine learning, big data, and marketing solutions, helping e-commerce companies leverage data efficiently to engage and convert customers.

Fisch graduated with a bachelor's degree in business, management, and marketing from California State University, Chico.

### **About Shopkick, Inc.**

Shopkick, a Trax company, is a leading shopping rewards app, bringing moments of joy to everyday shopping – both on- and off-line. For brands and retailers, Shopkick provides high consumer engagement along the entire path to purchase. The company's unique pay for performance model has been proven to deliver high ROI, driving incremental traffic, product engagement, and sales. Some of its leading brand and retail partners include Auntie Anne's, Barilla, Brighton, Coty, eBay, GE, Kellogg's, LEGO, TJ Maxx and Unilever, among others.

Shopkick is available for free on iPhone from the App Store and for Android from Google Play. For more information, please visit [www.shopkick.com](http://www.shopkick.com).

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