

## **First Performance Global's CTO to Speak at NYPAY Event**

*Join the discussion on How Economics and Technology are Impacting Cardholder Loyalty*

**ATLANTA, GA – June 30, 2017** – First Performance Global, today announced that Sosh Howell, First Performance Global's chief technology officer will participate in a panel discussion at the SAP hosted NYPAY event in New York, NY. The panel, entitled "How Economics and Technology are Impacting Cardholder Loyalty," will take place on Thursday, July 13, from 5:30 p.m. to 8:30p.m., at the SAP Leonardo Center, 10 Hudson Yards, New York, NY, and via Live Stream.

In the current payments eco-system, there has never been more competition for the consumer's wallet. Every card issuer is searching for strategic differentiation that will lure customers, keep customers or create a new asset that can be monetized. The panel will discuss innovative strategies for strengthening cardholder loyalty through advanced technologies and will be moderated by Anthony Grey, Chief Information & Operations officer at Nokia, Dx. Other panelists include: Ethan Chuang Vice President at Mastercard, and Nilesh Yagnik, Senior Vice President Product Strategy & Loyalty at Synchrony Financial.

As chief technology officer, Sosh Howell maintains the technology vision and strategy for First Performance Global and approaches new business challenges with an intrinsic flair for innovation, creative problem solving, and measured risk-taking to drive consistent bottom-line improvements.

To learn more or register for the event, visit the [NYPAY.org](http://NYPAY.org) website.

### **About First Performance Global**

First Performance Global provides an innovative platform that captures card transaction data in real-time, through integration with existing card authorization systems. The platform enables the delivery of card data, geolocation information, controls, alerts, messaging, self-service, and call center management. The company empowers card issuers to provide their customers with self-service automation and personalized management of their accounts as well as utilize the platform to address timely market conditions, to stay competitive, and to have a flexible set of tools to meet future business, market, and regulatory demands. For more information, visit [www.firstperformance.com](http://www.firstperformance.com).

### **About NYPAY**

NYPAY has been hosting evening events in NYC since 2006. These events replicate the best part of multi-day conferences: the ad-hoc conversations with interesting people you do not meet during your daily routine. To do this, we connect innovators and leaders from the payments industry and all it touches: issuers, merchants, networks, FinTech startups, regulators, and others. For more information, visit [www.nypay.org](http://www.nypay.org).

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