



CardLinX Hosts Money20/20 Panel and Launches Merchant Council

CEO Will Present “Card-Linking: Moving to Scale” and Host Inaugural CardLinX Merchant Council

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SAN FRANCISCO--(BUSINESS WIRE)--Card-linking—connecting a deal, coupon or discount to a consumer’s payment card for automatic paperless redemption—is surging in popularity. It eliminates the need for paper coupons or codes and uses past purchase information to create precisely personalized, relevant advertising.

The CardLinX Association, the leading global group promoting card-linked interoperability and standards, has grown its membership by over 60% in its first year. Building on this success, CardLinX embarks on its second year with two dynamic events.

At the Money20/20 panel “Card-Linking: Moving to Scale,” CardLinX members representing payment networks, financial institutions, digital publishers, and technology companies will discuss how retailers and payments ecosystem stakeholders are collaborating to enhance their products, marketing, and revenue streams through card-linked offers.

A second event, the CardLinX Merchant Advisory Council, will convene the leading merchants involved in card-linked offers for updates on best practices and exclusive research.

“The past year has been incredibly successful both for card-linking and for CardLinX. We are excited about continuing the momentum for merchants and consumers at Money20/20 where we launched last year,” said CardLinX CEO and President, Silvio Tavares.

“Card-Linking: Moving to Scale,” Monday, Nov. 3, 1:05 pm, at Money20/20, panel speakers include:

Silvio Tavares, Founding CEO and President, CardLinX
Jason Blackhurst, SVP Payment Strategy & Emerging Commerce, Bank of America
Tom Burgess, CEO, Linkable Networks
P.J. Linarducci, Head of Payment and Commerce Partnerships, Facebook
Doug Miller, Chief Revenue Officer, LivingSocial
Schwark Satyavolu, Global Head, Rewards & Offers, MasterCard

For further information see:

<http://www.money2020.com/agenda-item/card-linking-moving-scale-0>

The CardLinx Merchant Advisory Council will convene Tuesday, Nov. 4, 1:00 pm - 5:00 pm, at the Monte Carlo Resort in Las Vegas. Send invitation requests to info@cardlinx.org.

Learn more about The CardLinx Association at www.cardlinx.org

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About The CardLinx Association:

The CardLinx Association, cardlinx.org, is the leading association for the card-linked industry. The nonprofit group brings together leading merchants, digital publishers, payment networks, and banks—including MasterCard, Discover, Microsoft, Facebook, PayPal, and First Data, among others—to develop industry standards that eliminate friction for consumers and merchants. CardLinx members serve or represent over 6 million merchants, have issued over 1.9 billion payment cards, and serve consumers with over 200 million card-enabled accounts and over 700 million active daily users.

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