



## Excentus names new execs

**Excentus, provider of the Fuel Rewards® program, has appointed three executives to lead the company's continued growth in Fuel Rewards program, and convenience retail and consumer packaged goods categories.**

According to a company release, the Dallas, Texas-based loyalty marketing and technology solutions company has appointed Jeffrey T. Hassman as Chief Marketing Officer, Mike Beltz as Executive Vice President and Chief Revenue Officer, and Bob Roden as Vice President of Program Development.

Hassman, who held top marketing roles in RaceTrac Petroleum, Sunoco, and JPMorgan Chase, will be responsible for building best-in-class marketing and analytics to drive consumer engagement in the Fuel Rewards program and in Excentus' clients' loyalty programs.

Beltz, who held executive positions in ChoicePay, Alliance Data Systems, First Data Corporation, and North Peak Partners, will oversee the company's financial, sales and revenue strategies as it expands into new markets.

Roden joins Excentus from executive leadership roles in various firms including AOL, Yahoo!, RevBright, AdKeeper Inc., Blue Calypso, and Caldwell Butler and Associates. He will take charge of overseeing and growing the company's client development strategies.