



Phyllis Erickson

Business Consultant
Experian Advisory Services



Education:

- Business Administration, St. Mary of the Woods College

Consulting expertise:

- Retail and financial services marketing
- Targeting
- Brand strategy

Phyllis joined Experian in August 2017. As a previous client of Experian, she has worked throughout her career integrating various Experian marketing products and services to enhance targeting, including the digital channel, to improve ROI. In her career, she has launched and strengthened retail loyalty programs with the use of CRM and private label/co-brand credit card programs for home improvement, furniture, jewelry, office supply and luxury retailers for business to business and business to consumer segments. She has spearheaded successful retail rewards and credit and debit card programs through multi-channel efforts. She has a history of generating millions in incremental annual revenue by driving double and triple digit growth in new accounts, memberships, usage rates, and overall spend per account.

Phyllis has held marketing positions with Capital One, Office Depot/OfficeMax and Discover Card. She was a member of the Discover Card launch team where she developed and launched various credit card products and services. She was the marketing lead who defined the brand strategy, including the value proposition, card positioning, card acquisition and customer relationship marketing strategies for the launch of the Discover Card (originally Morgan Stanley Credit Card) in the U.K. market. Throughout her career with Discover Card, she lead various marketing teams ranging from new product development, rewards, card acquisition, activation and retention.