

# Sarah Cross

Director at Uber UK Ltd

Manchester, N/A, GB

The UK's Leading Customer Loyalty and CRM  
Expert

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## Biography

Sarah is passionate about delivering results driven loyalty strategy for brands. With over 15 years experience, Sarah is proud to have worked with some great brands over the years, helping them develop and deliver a marketing and customer loyalty and CRM strategy, driving incremental sales and developing growth plans. Originally from a little village in North Wales, Sarah later studied in Dubai and spent the early part of her career setting up a business in the UAE. Since coming back to the UK, Sarah has worked in marketing and loyalty agencies on brands from fashion through to finance in London, Chester and Manchester. Designing and developing a marketing and loyalty strategy for business improvement is her core strength: Sarah has designed and implemented plans across many sectors, for businesses such as Londis and furniture manufacturers like Airsprung and Morris furniture that have independent retailers across the country, to HSBC, Morgan Stanley and Orange. Sarah spent 2 years in house at cool brand ghd, as global head of loyalty and strategy, overseeing CRM and Customer Loyalty. Prior to ghd, Sarah was a Director at The leapfrog Group, who was recently bought by CPP, responsible for loyalty, reward and 3rd party partnership benefits within the group setting up and overseeing the Operations, Account Management and Partnership teams. Sarah set up uber in 2008 as she spotted a gap in the market for a specialist loyalty consultancy that is independent of technology and combined technical expertise with creative knowledge. uber works with brands like Merseytravel, Republic, Diesel, The Children's Mutual and luxury private members club Home House to design, develop and deliver loyalty strategy, and innovative edgy loyalty programmes that stand out from the crowd to drive revenue. Key skills ? Customer retention, Loyalty & CRM ? Communications ? Strategic planning ? Partnership marketing ? Proposition evaluation & development ? Company positioning ? Coaching & development of teams Sarah's LinkedIn profile: <http://uk.linkedin.com/in/sarahjcross>

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## Availability

Keynote, Panelist, Workshop

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## Industry Expertise

Cosmetics and Beauty, Business Services, Retail

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