

## Jay Loeffler named SKUx's new president

Jay Loeffler has been appointed president of SKUx. The company, which converts coupons, rebates and promotional offers into payment-based offers for retailers and CPGs, reported it hired Loeffler because of his demonstrated success in growth and innovation.

Loeffler joins SKUx as it introduces a new fintech payment category, called SKUPay. SKUPay will replace today's outdated system of coupons, rebates, promotional offers and settlement, thereby solving long-term industry challenges within retailers, consumer brands and marketing agencies and unlocking billions of dollars in value currently wasted through fraud and inefficiency.

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